

SURVEYS OF CONSUMER ATTITUDES



Institute for Social Research

TABLES AND CHARTS

OCTOBER 1987

The October 1987 survey is the 231st in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant over samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

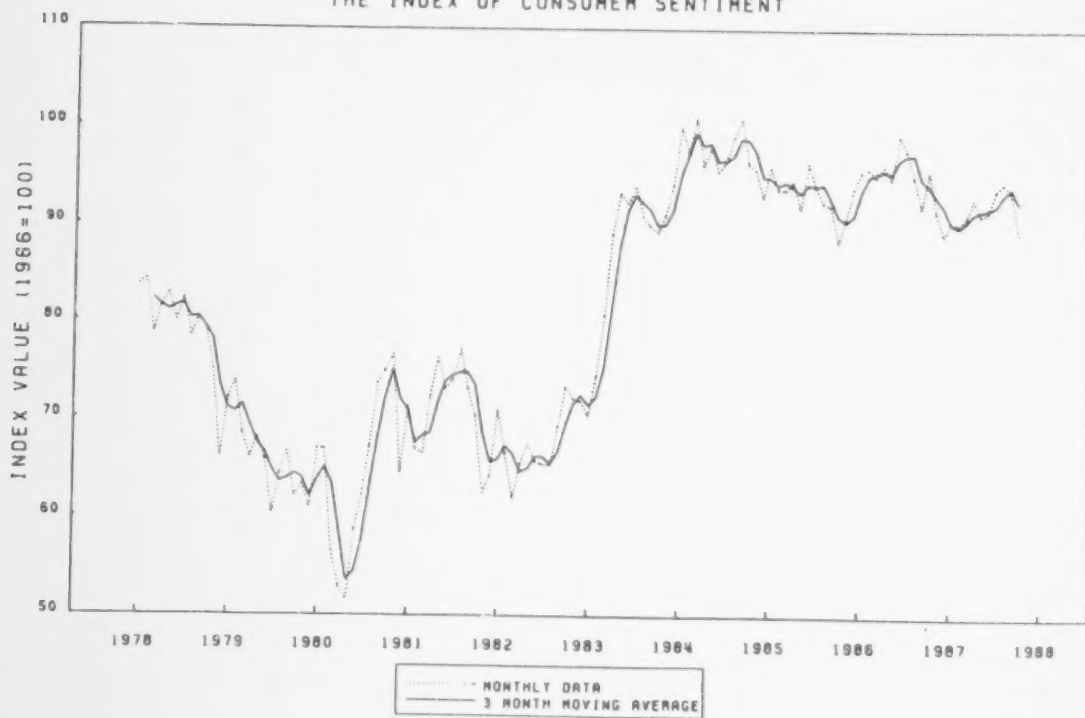


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

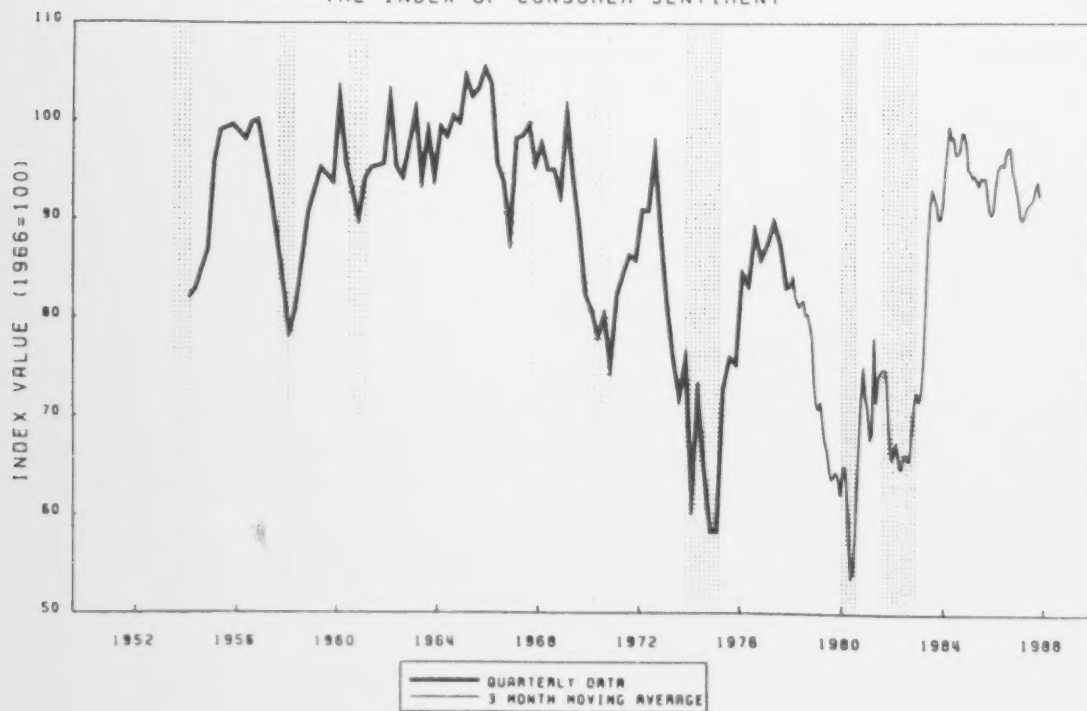


TABLE 1
THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over \$30,000	Families with incomes over \$40,000
October 1984	96.3	113.5	114.8
November 1984	95.7	112.9	113.6
December 1984	92.9	101.5	101.7
January 1985	96.0	110.2	112.1
February 1985	93.7	113.8	113.8
March 1985	93.7	110.8	114.4
April 1985	94.6	108.9	114.9
May 1985	91.8	105.3	107.7
June 1985	96.5	107.4	110.3
July 1985	94.0	105.2	109.5
August 1985	92.4	106.7	110.2
September 1985	92.1	101.7	104.9
October 1985	88.4	99.6	107.4
November 1985	90.9	100.8	100.3
December 1985	93.9	106.0	108.3
January 1986	95.6	109.7	110.1
February 1986	95.9	107.8	109.0
March 1986	95.1	102.9	110.2
April 1986	96.2	106.9	111.0
May 1986	94.8	105.5	109.9
June 1986	99.3	110.6	112.4
July 1986	97.7	109.6	108.5
August 1986	94.9	105.0	106.6
September 1986	91.9	99.5	102.1
October 1986	95.6	102.8	105.5
November 1986	91.4	97.5	98.7
December 1986	89.1	98.7	98.3
January 1987	90.4	101.2	104.0
February 1987	90.2	103.6	103.6
March 1987	90.8	97.8	96.1
April 1987	92.8	98.5	103.1
May 1987	91.1	97.7	99.2
June 1987	91.5	102.9	102.9
July 1987	93.7	102.5	104.0
August 1987	94.4	104.4	109.1
September 1987	93.6	100.6	104.3
October 1987	89.3	99.9	101.8

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

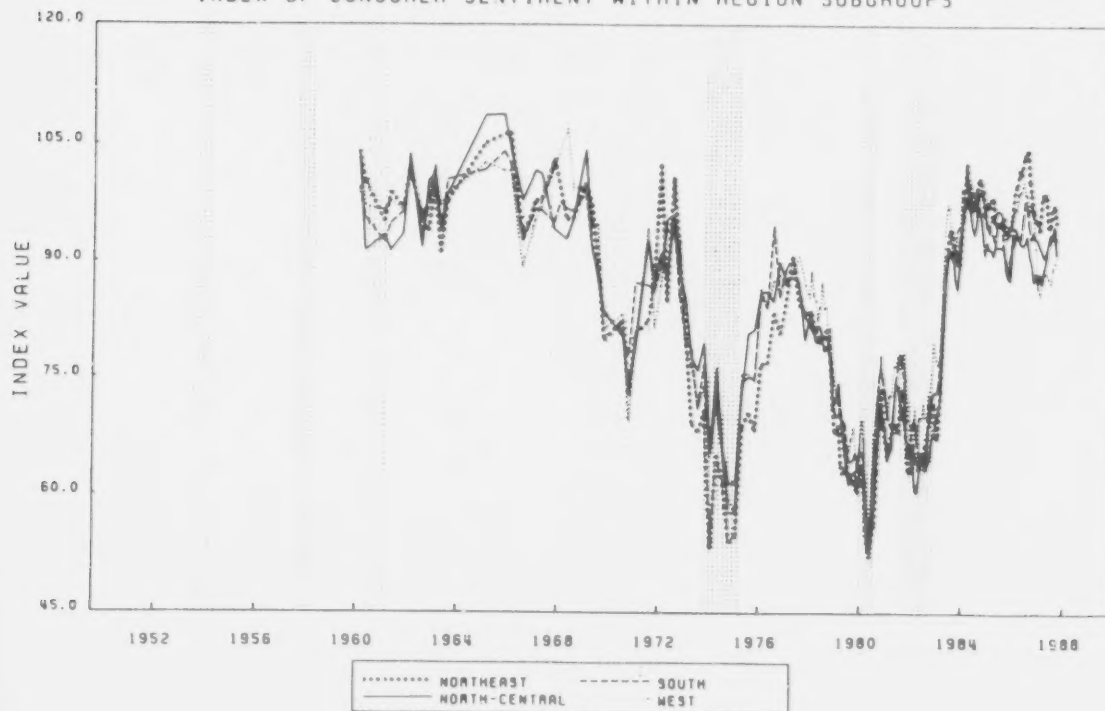


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

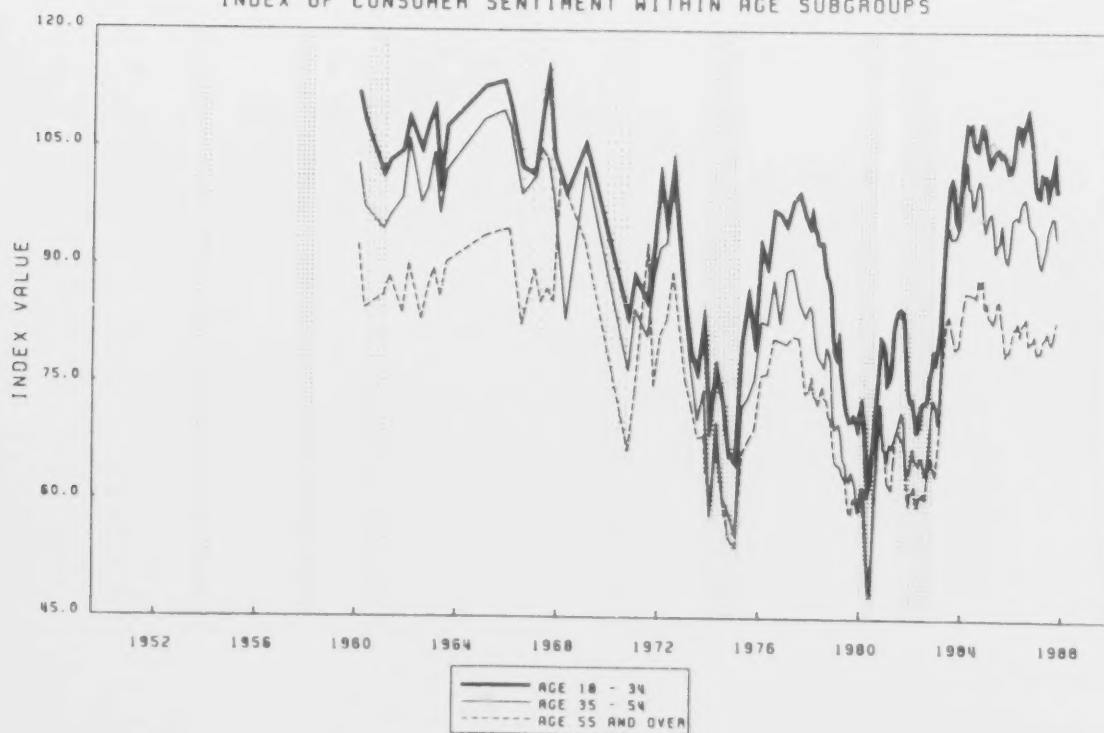


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY		CENSUS REGION				AGE OF RESPONDENT		
		North East	North Central	South	West	18-34	35-54	55+
October	1984	92.5	89.4	100.9	101.7	108.9	95.5	84.2
November	1984	100.3	93.3	95.6	94.1	105.5	94.0	88.1
December	1984	94.8	90.3	93.4	94.0	102.9	94.1	82.2
January	1985	98.2	94.5	94.6	97.8	104.2	99.0	86.6
February	1985	97.9	90.4	96.6	89.7	102.0	97.0	82.3
March	1985	98.3	90.6	89.8	101.1	104.7	94.7	82.0
April	1985	98.1	91.7	94.8	95.3	106.9	92.9	84.3
May	1985	88.8	94.0	91.9	91.3	103.2	87.9	84.6
June	1985	97.7	90.4	99.0	103.6	105.0	97.8	87.9
July	1985	98.4	91.8	92.9	94.8	104.4	93.7	84.8
August	1985	90.7	93.4	93.6	90.6	104.2	94.9	77.3
September	1985	98.5	91.5	87.0	97.5	103.7	89.6	82.8
October	1985	92.3	81.7	90.7	90.0	101.6	88.6	76.0
November	1985	92.8	90.7	88.4	93.1	101.1	93.5	79.3
December	1985	98.2	90.8	92.0	98.1	103.8	95.3	82.6
January	1986	96.7	93.9	98.2	93.7	105.5	99.4	80.8
February	1986	103.4	92.7	93.2	98.0	109.7	94.1	83.8
March	1986	99.1	94.9	91.3	98.9	109.1	96.0	82.0
April	1986	102.7	92.3	94.4	99.5	104.8	97.8	83.6
May	1986	101.2	90.1	93.5	98.8	104.9	99.9	78.3
June	1986	106.2	94.1	98.5	102.7	112.7	97.9	86.6
July	1986	103.9	93.4	101.7	94.7	108.2	98.6	84.5
August	1986	102.5	92.6	90.5	98.2	107.9	95.2	80.1
September	1986	94.6	87.0	91.9	95.8	106.3	92.4	76.1
October	1986	99.1	90.0	96.5	99.3	102.5	97.3	85.7
November	1986	95.8	85.6	93.2	92.3	99.5	94.2	80.4
December	1986	91.8	90.4	89.5	84.0	98.0	91.3	78.3
January	1987	98.1	85.9	96.0	83.9	99.9	91.2	78.4
February	1987	92.4	89.5	90.7	89.2	99.1	89.2	81.5
March	1987	104.6	86.3	87.5	91.2	106.4	89.3	77.7
April	1987	99.4	91.7	93.7	87.2	99.0	95.1	83.5
May	1987	91.3	92.9	92.1	87.1	99.5	92.8	82.1
June	1987	92.5	92.2	91.5	89.7	99.0	95.5	80.0
July	1987	100.1	95.7	93.8	85.2	103.0	97.8	80.2
August	1987	99.0	91.0	95.2	93.2	103.3	95.8	80.8
September	1987	92.2	94.7	94.9	91.5	104.1	95.4	82.6
October	1987	93.8	87.2	88.3	89.1	92.0	89.9	86.2

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

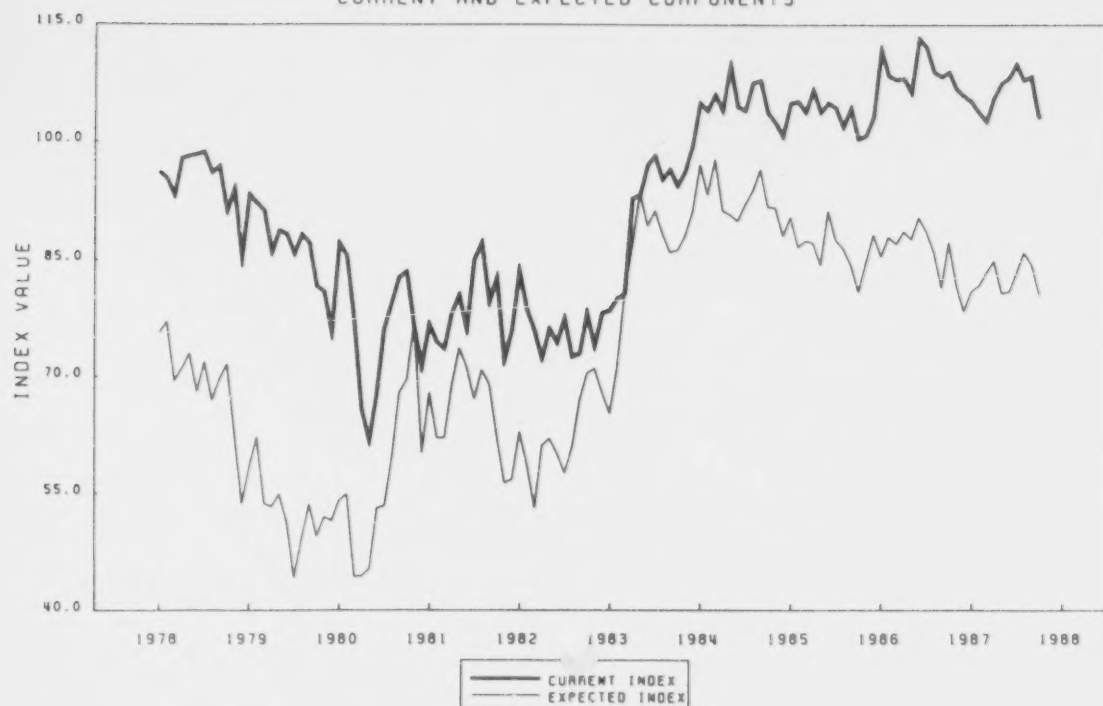


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

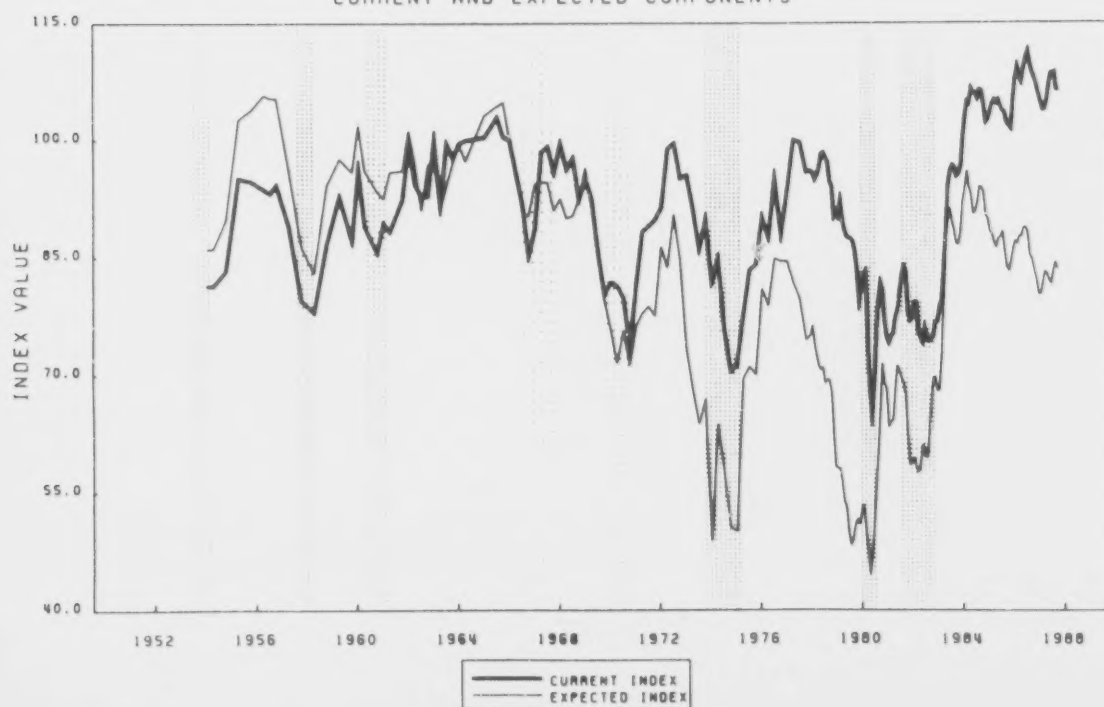


TABLE 3
COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

		INDEX COMPONENTS +					Current Index	Expected Index
		Personal finances		Business conditions		Buying conds.		
		Current	Expected	12 months	5 years			
DATE OF SURVEY		(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
October 1984		118	127	134	107	150	103.6	91.6
November 1984		121	129	132	107	144	102.4	91.5
December 1984		118	125	131	98	143	100.6	87.9
January 1985		119	124	135	104	153	104.9	90.3
February 1985		115	120	131	96	158	105.1	86.5
March 1985		112	123	133	96	156	103.7	87.3
April 1985		116	127	128	95	161	106.6	87.0
May 1985		116	120	121	97	152	103.7	84.2
June 1985		115	127	133	106	157	104.9	91.1
July 1985		116	124	129	98	154	104.3	87.4
August 1985		112	123	125	99	152	101.8	86.3
September 1985		116	124	118	96	155	104.3	84.2
October 1985		111	123	111	90	148	100.3	80.8
November 1985		111	124	120	96	150	100.7	84.5
December 1985		120	124	127	103	147	103.1	88.1
January 1986		122	123	126	93	168	111.8	85.3
February 1986		117	123	132	98	164	108.4	87.8
March 1986		120	124	129	96	160	107.9	86.9
April 1986		120	128	133	94	160	108.1	88.5
May 1986		117	129	131	92	158	106.2	87.5
June 1986		124	127	136	100	170	113.3	90.3
July 1986		126	130	131	94	165	112.1	88.5
August 1986		121	128	123	94	161	108.9	85.9
September 1986		120	127	115	84	161	108.3	81.3
October 1986		120	127	124	99	162	108.9	87.1
November 1986		121	121	120	87	155	106.7	81.6
December 1986		116	127	104	83	158	105.8	78.3
January 1987		120	130	117	77	152	105.1	80.9
February 1987		115	126	117	84	153	103.7	81.6
March 1987		114	122	121	92	152	102.5	83.3
April 1987		116	127	116	97	158	105.5	84.7
May 1987		117	121	114	89	161	107.4	80.6
June 1987		120	122	113	89	161	108.1	80.8
July 1987		123	123	118	94	162	109.9	83.3
August 1987		122	127	125	93	157	107.8	85.8
September 1987		119	124	122	92	162	108.3	84.2
October 1987		118	128	105	90	149	103.1	80.4

(1) See Table 4.

(2) See Table 6.

(3) See Table 15.

(4) See Table 16.

(5) See Table 21.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO



CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

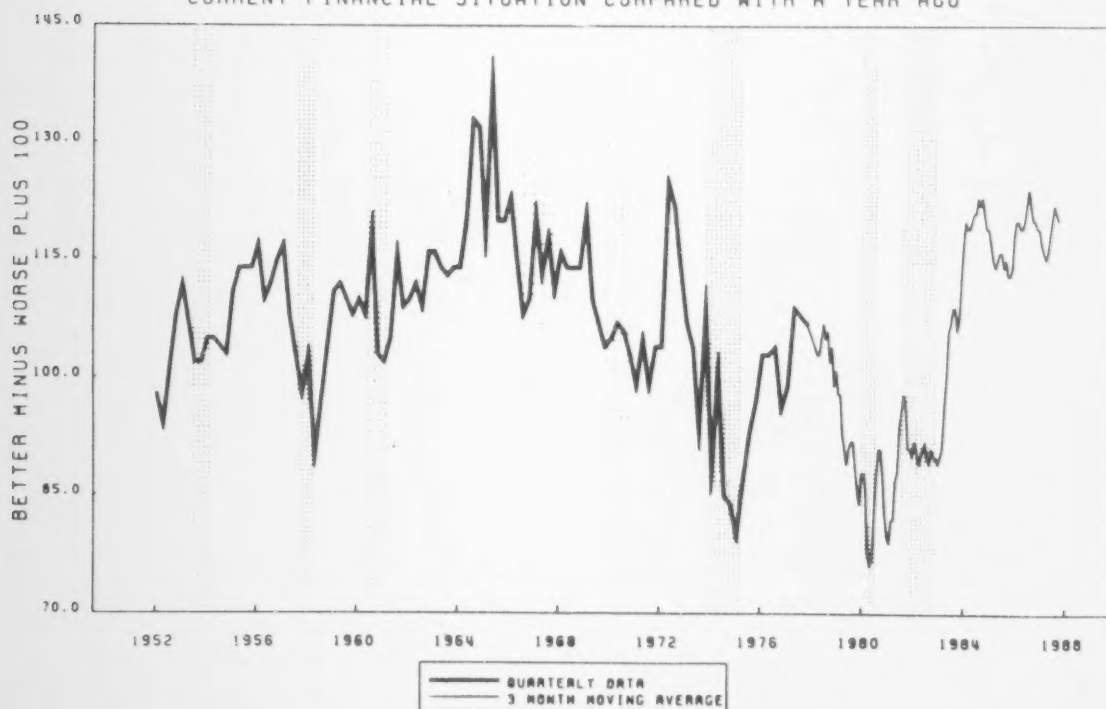


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
BETTER OFF	44%	43%	43%	45%	44%	41%	42%	43%	44%	45%	45%	42%	43%
SAME	32	35	30	29	27	32	32	31	32	32	32	34	32
WORSE OFF	24	22	27	25	29	27	26	26	24	22	23	23	25
DK,NA	*	*	*	1	*	*	*	*	*	1	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	600

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

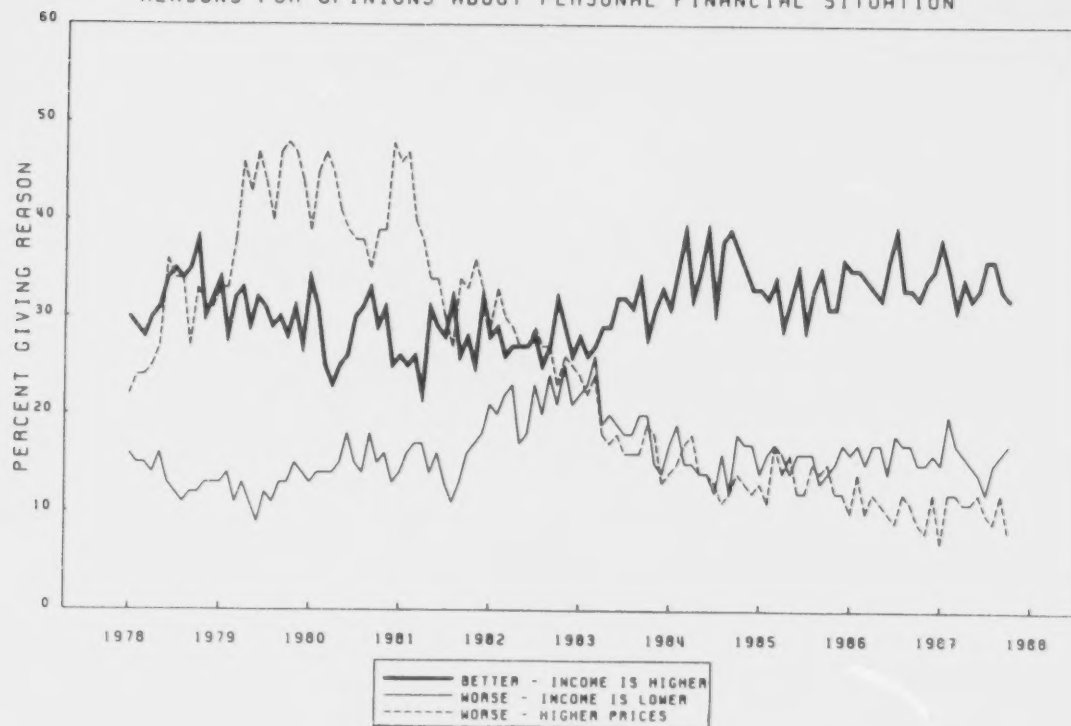


CHART 5 - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

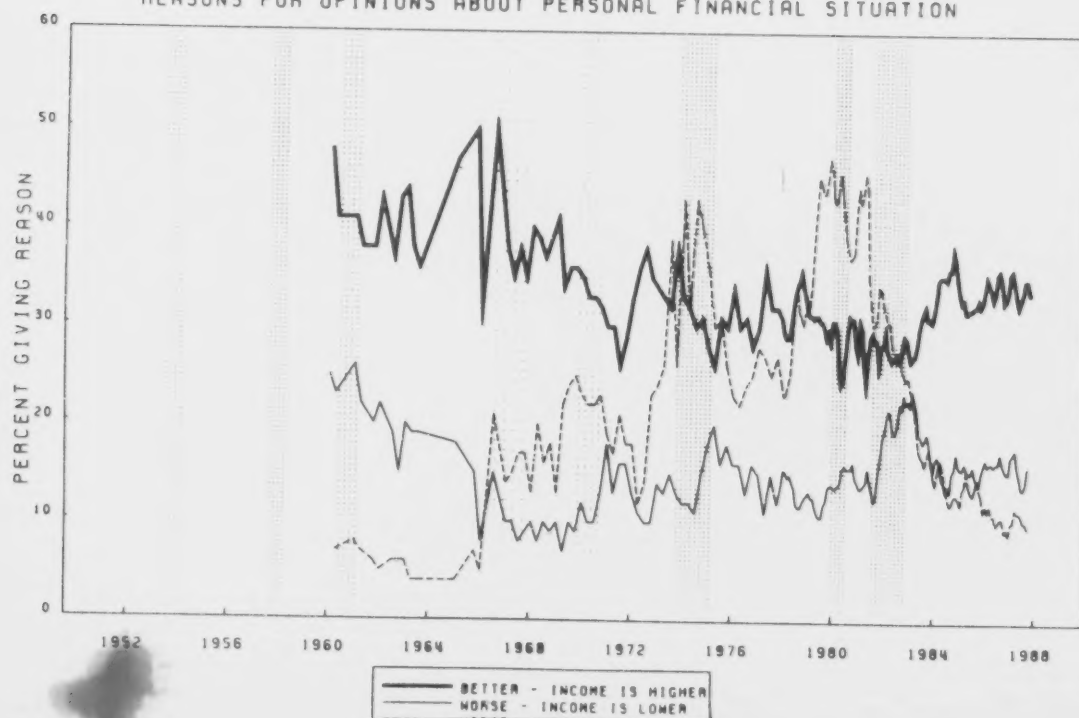


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
BETTER OFF THAN YEAR AGO:													
Income is higher	32%	34%	35%	38%	35%	31%	34%	32%	33%	36%	36%	33%	32%
WORSE OFF THAN YEAR AGO:													
Income is lower	15	15	16	15	20	17	16	15	14	12	15	16	17
Higher prices	9	8	12	7	12	12	11	11	12	10	9	12	8

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

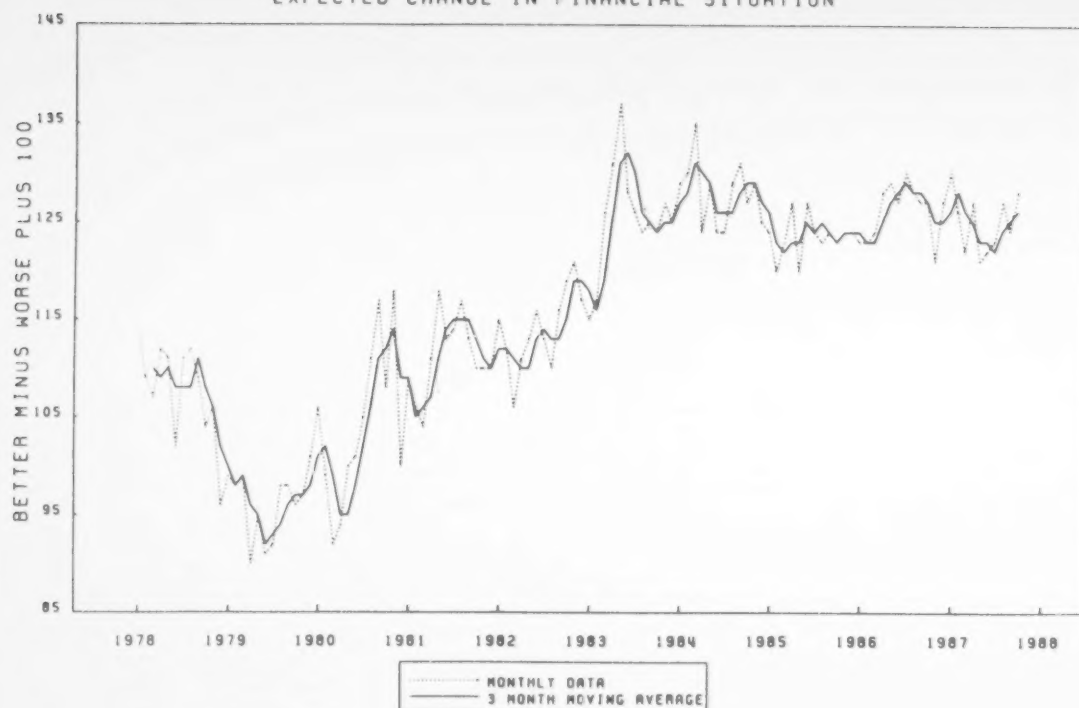


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

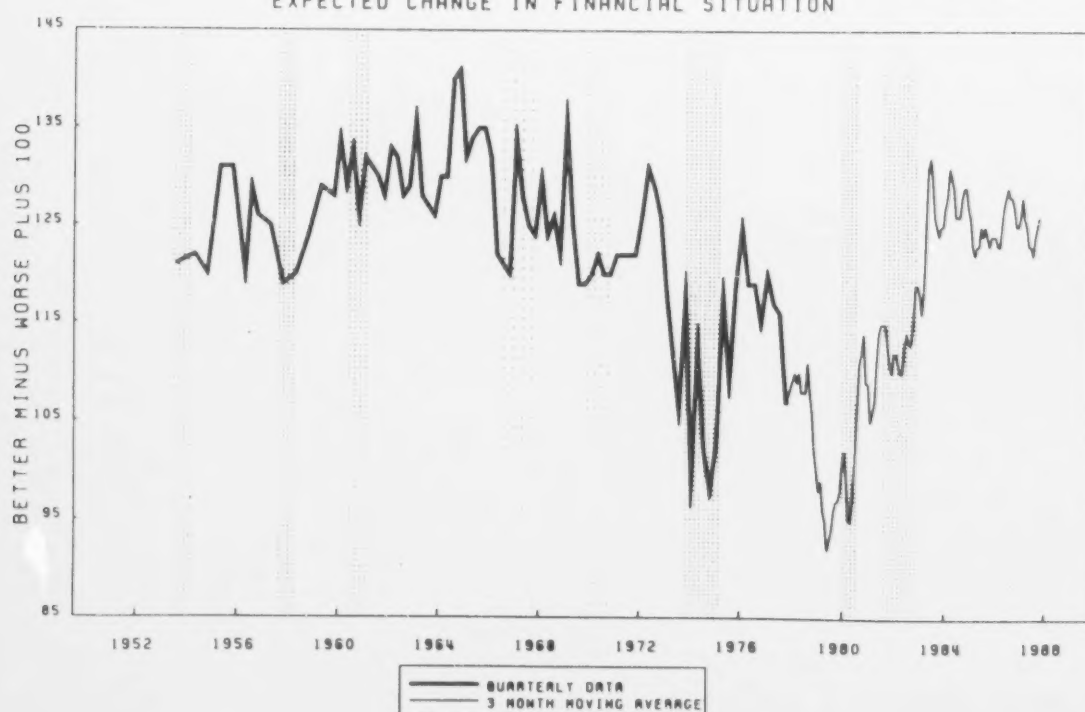


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept. 1987	Oct. 1987
BETTER OFF	37%	33%	36%	39%	38%	33%	37%	32%	33%	34%	39%	35%	37%
SAME	51	52	52	48	48	53	49	54	53	52	46	49	51
WORSE OFF	10	12	9	9	12	11	10	11	11	11	12	11	9
DK,NA	2	3	3	4	2	3	4	3	3	3	3	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION



CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

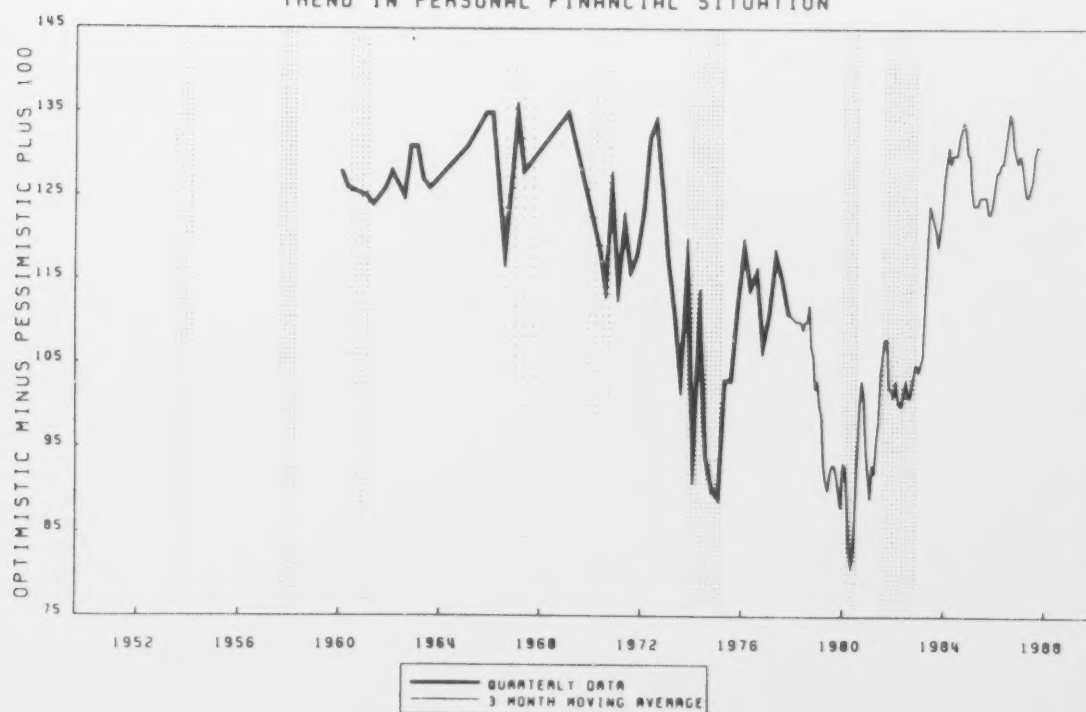


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	22%	18%	18%	22%	22%	19%	19%	17%	18%	19%	23%	18%	23%
Intermittant increase (b)	27	29	29	28	27	25	28	28	31	29	29	31	24
Remain unchanged (c)	19	22	19	17	15	22	17	20	17	20	16	19	21
Intermittant decline (d)	16	13	14	14	17	16	17	16	17	14	16	12	15
Continuous decline (e)	3	5	4	3	6	5	3	4	5	4	4	5	4
Mixed change (f)	11	10	13	12	11	10	12	12	8	10	9	10	10
DK,NA	2	3	3	4	2	3	4	3	4	4	3	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
 (b) Better/Same or Same/Better
 (c) Same/Same
 (d) Worse/Same or Same/Worse
 (e) Worse/Worse
 (f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
 MEDIAN EXPECTED CHANGE IN FAMILY INCOME

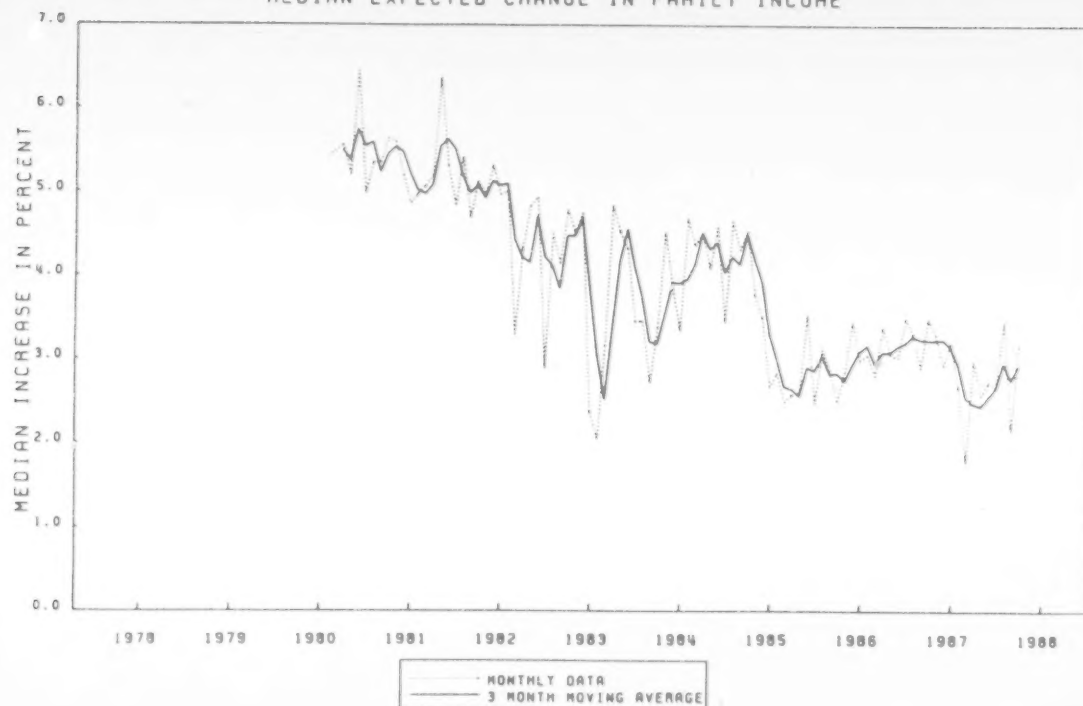


CHART 8 - HISTORICAL SERIES
 MEDIAN EXPECTED CHANGE IN FAMILY INCOME

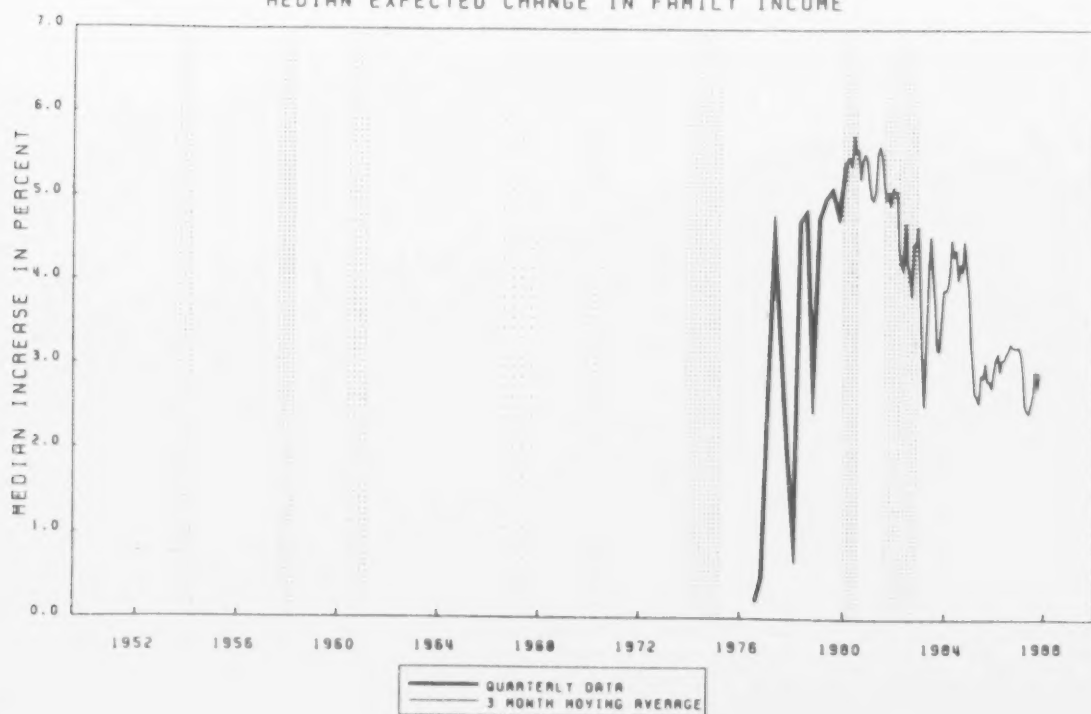


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
EXPECT INCREASE:													
1-4%	14%	17%	18%	16%	15%	17%	15%	18%	21%	18%	17%	17%	15%
5%	12	13	12	11	12	11	9	9	9	9	12	13	10
6-9%	6	9	8	8	5	7	8	8	10	7	6	6	9
10-24%	19	15	14	17	15	11	19	14	13	16	17	10	15
25% or more	7	6	6	6	6	5	5	6	5	6	8	6	5
DK how much up	3	4	4	4	6	6	4	3	4	4	4	5	6
EXPECT SAME	26	23	26	25	27	28	27	26	26	27	23	30	25
EXPECT DOWN	12	12	12	12	14	15	13	15	12	12	11	11	13
DK, NA	1	1	*	1	*	*	*	1	*	*	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

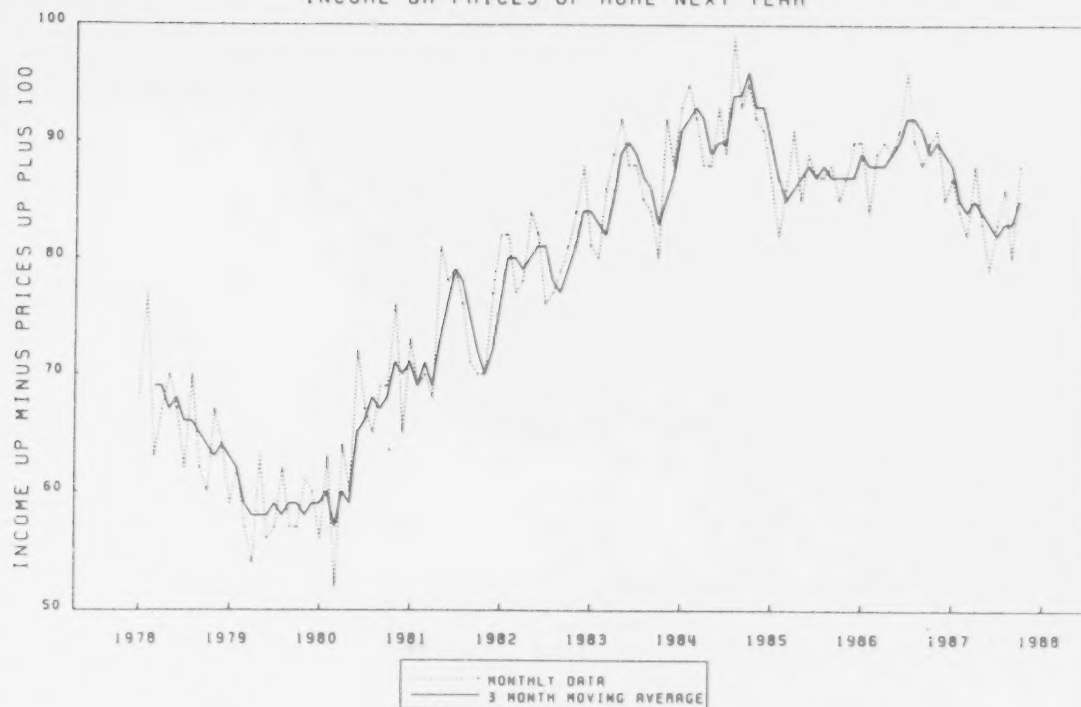


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

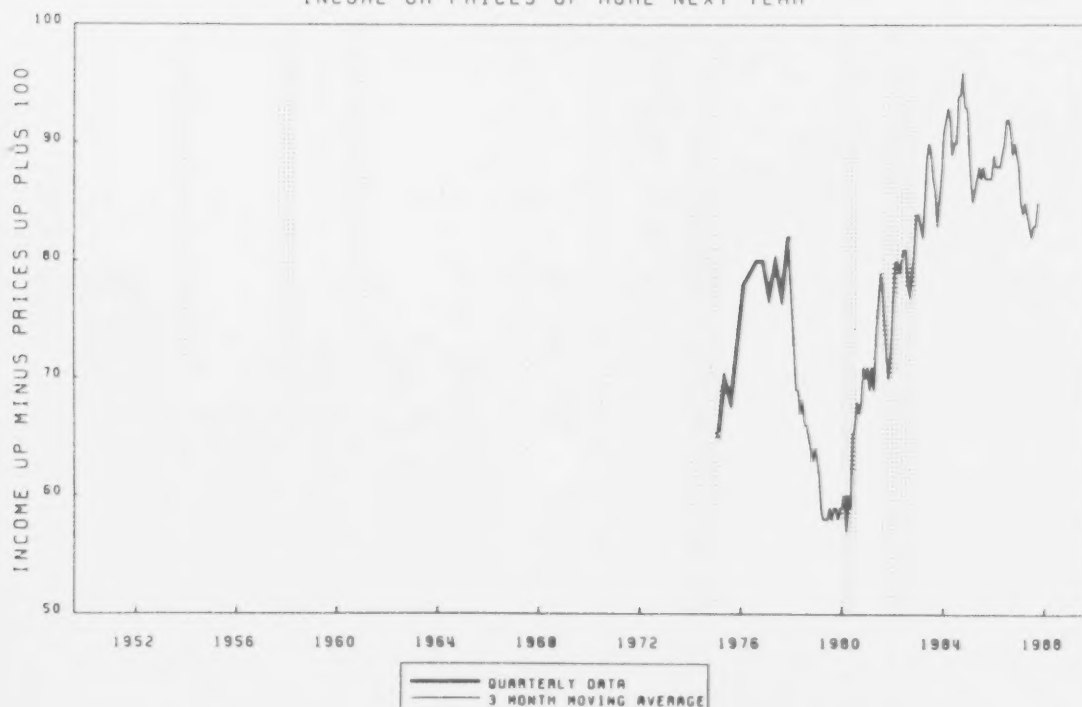


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
INCOME UP MORE	22%	21%	19%	22%	20%	18%	21%	17%	17%	17%	21%	18%	20%
INCOME UP SAME	45	47	45	41	42	44	44	48	44	47	42	42	45
PRICES UP MORE	32	30	34	35	36	36	33	34	38	34	35	38	32
DK,NA	1	2	2	2	2	2	2	1	1	2	2	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS



CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

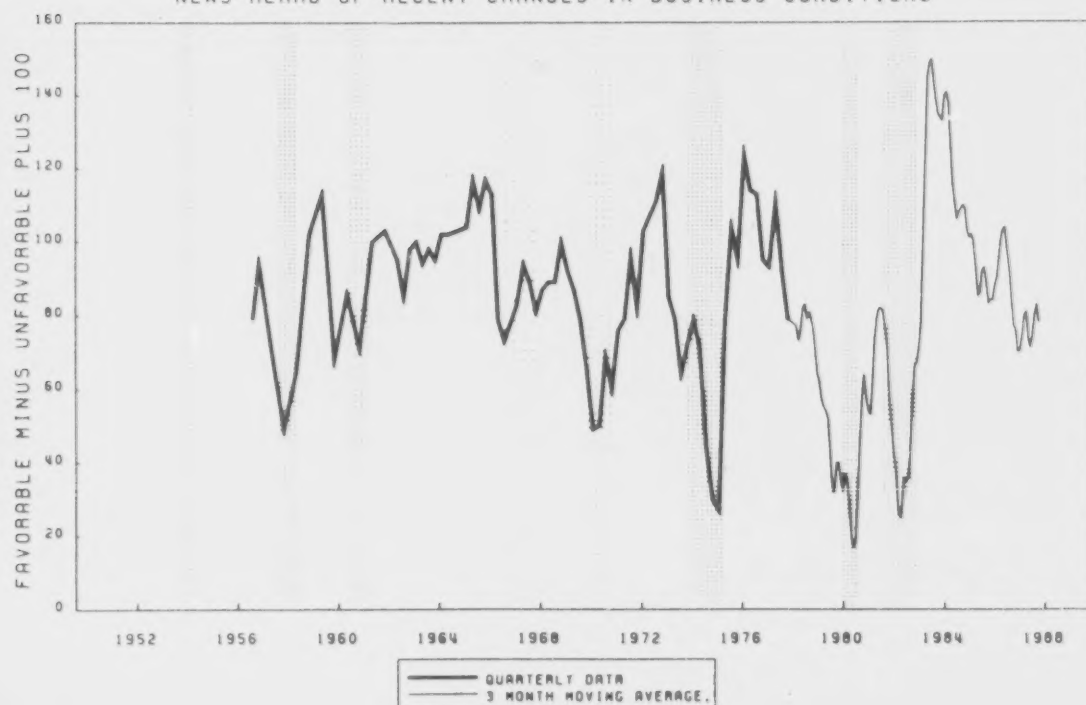


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
FAVORABLE NEWS	26%	30%	22%	26%	36%	27%	27%	26%	29%	29%	32%	24%	25%
UNFAVORABLE NEWS	52	53	62	52	48	48	52	59	57	45	48	44	54
NO MENTIONS	48	47	44	44	45	49	46	44	42	50	47	53	47

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

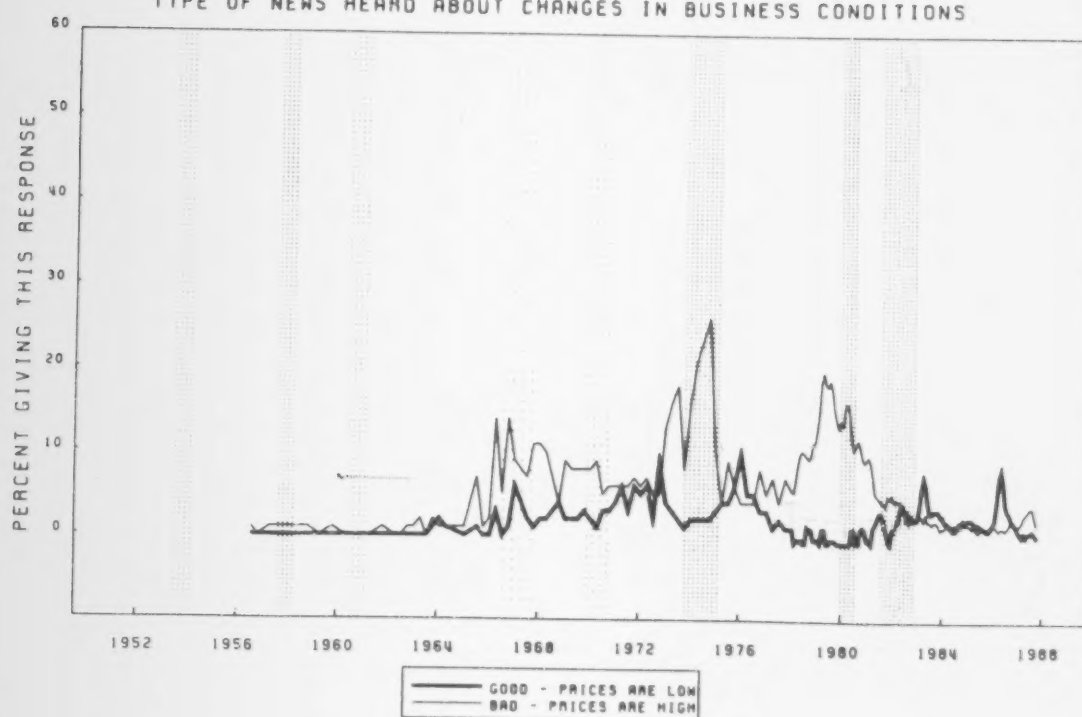


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

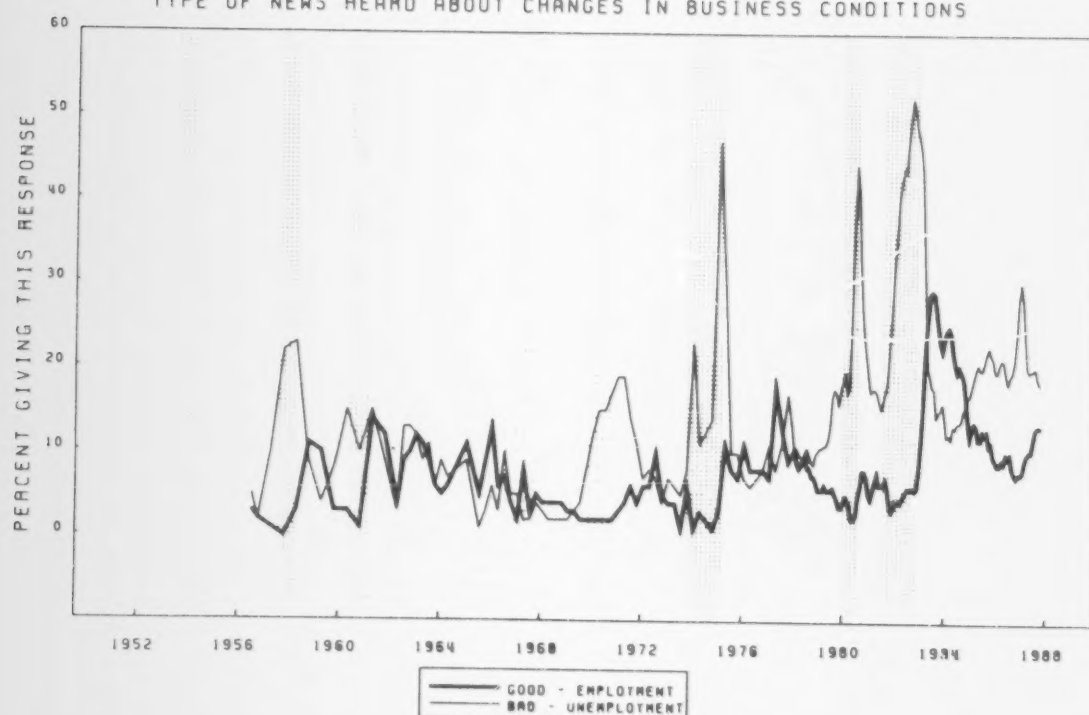


TABLE 11

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept. 1987	Oct. 1987
FAVORABLE NEWS:													
Government; elections	1%	3%	1%	2%	2%	2%	3%	1%	2%	2%	3%	1%	*
Employment	7	9	7	7	10	11	9	11	11	13	15	12	13
Higher consumer demand	3	2	2	3	3	1	1	1	2	*	1	*	1
Lower prices	2	2	1	*	1	*	1	*	1	1	1	*	*
Easier credit	8	5	5	5	6	4	2	3	3	2	1	1	1
UNFAVORABLE NEWS:													
Government; elections	8	6	8	9	5	7	7	7	7	5	5	3	5
Unemployment	23	29	33	29	23	20	18	21	21	18	22	17	16
Lower consumer demand	2	2	4	2	3	2	2	2	3	3	2	1	3
Higher prices	2	1	2	1	2	3	3	3	4	4	3	1	1
Tighter credit	*	1	1	1	1	1	4	6	7	4	2	5	6
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

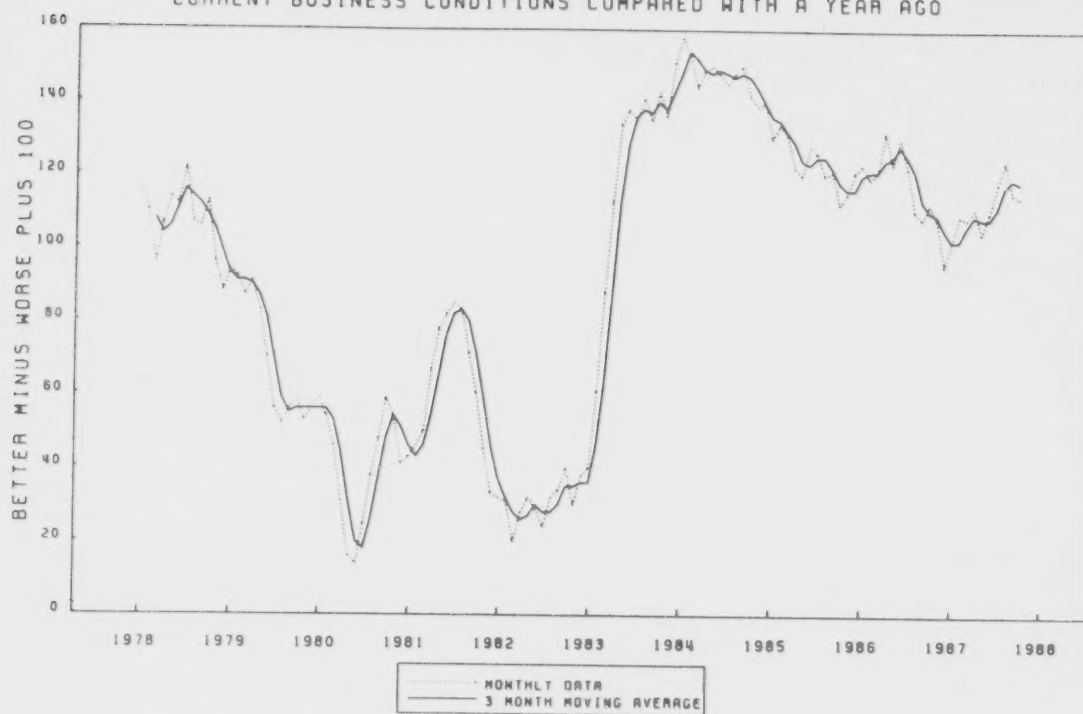


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

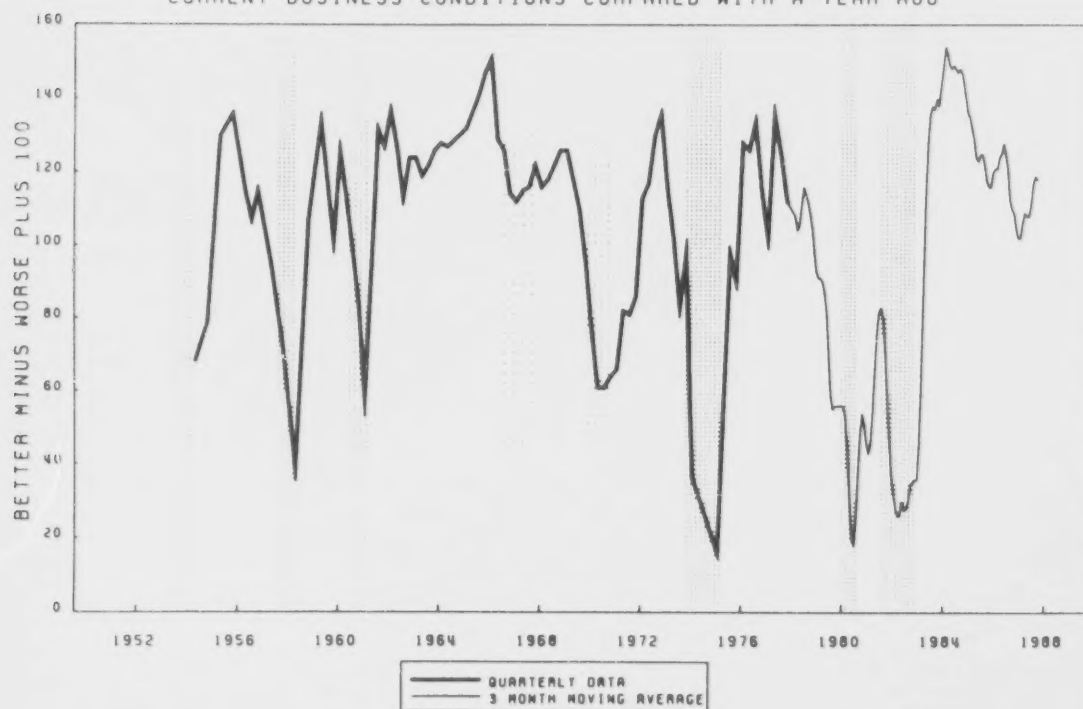


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
BETTER NOW	47%	45%	40%	43%	47%	45%	46%	43%	46%	50%	54%	49%	49%
SAME	15	16	13	14	14	17	17	16	16	16	14	14	14
WORSE NOW	35	37	45	41	38	37	35	39	36	32	30	34	35
DK, NA	3	2	2	2	1	1	2	2	2	2	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES
 EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

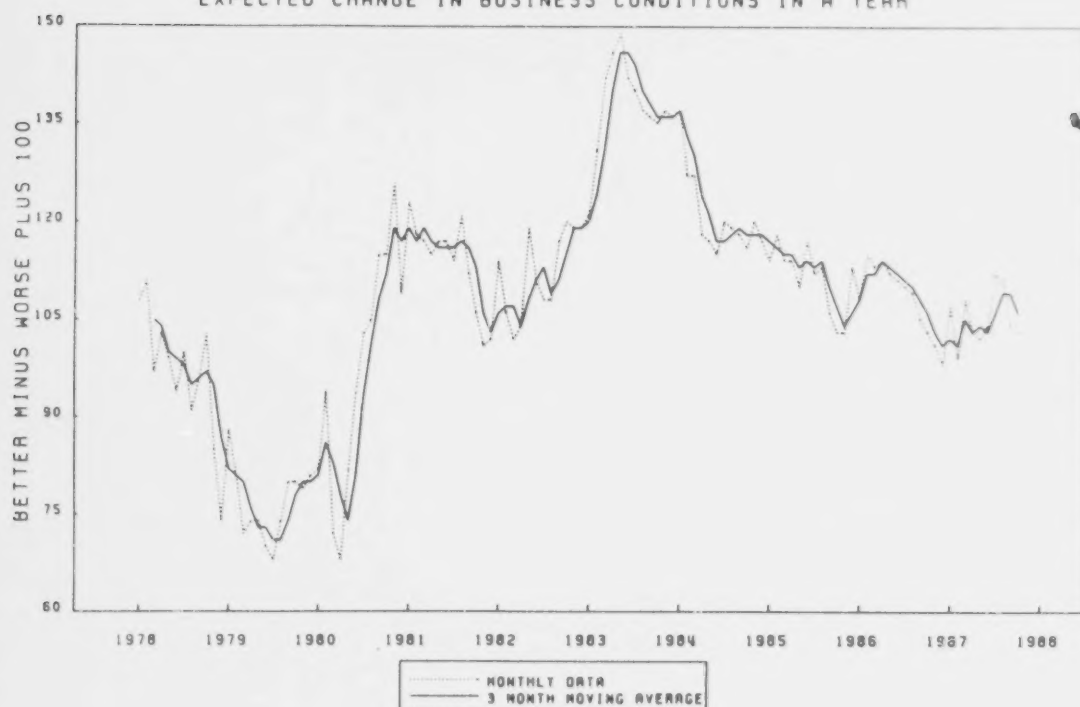


CHART 13 - HISTORICAL SERIES
 EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR



TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
BETTER	21%	20%	20%	24%	22%	22%	21%	22%	23%	26%	25%	21%	22%
SAME	59	59	56	58	54	61	60	57	57	56	57	58	57
WORSE	18	19	22	17	23	14	18	20	19	14	14	17	19
DK,NA	2	2	2	1	1	3	1	1	1	4	4	4	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

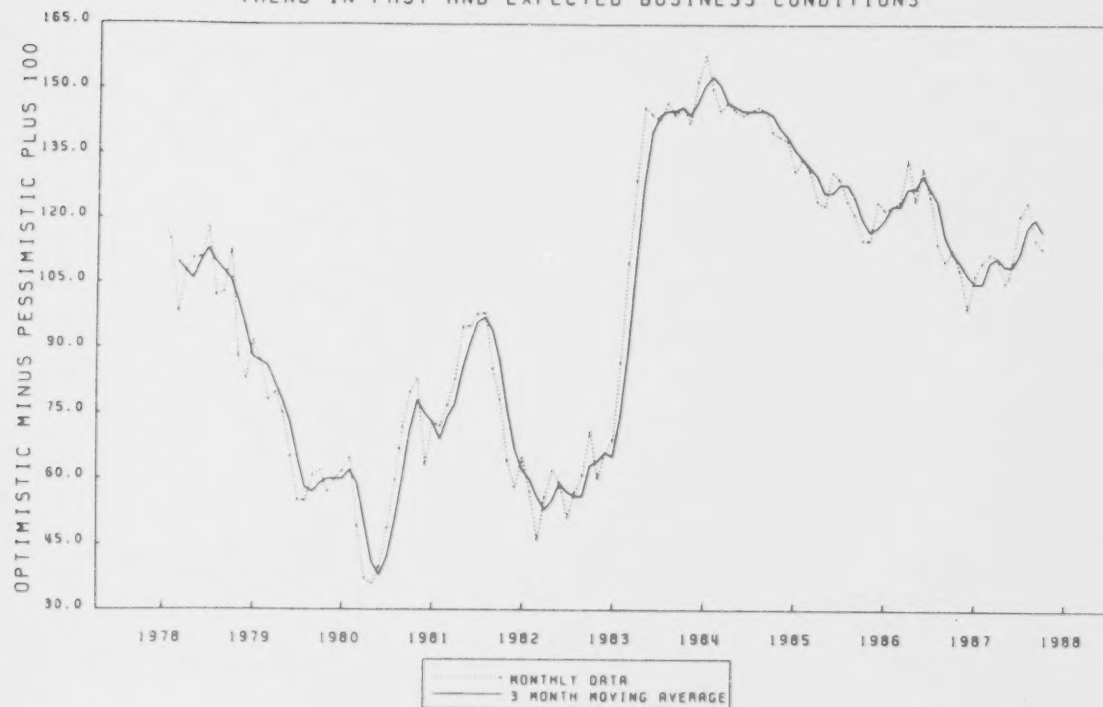


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

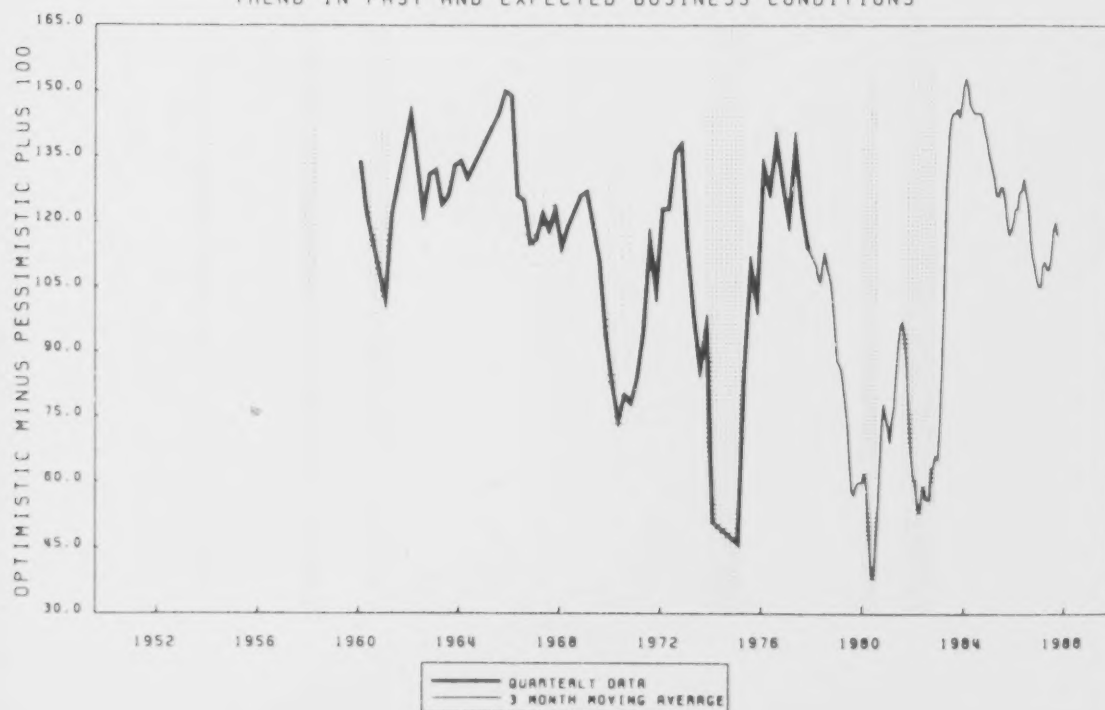


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
TREND:													
Continuous increase (a)	13%	12%	12%	15%	14%	13%	13%	12%	14%	17%	19%	14%	16%
Intermittant increase (b)	31	30	27	27	32	32	30	28	28	33	33	32	29
Remain unchanged (c)	10	10	10	10	7	11	11	10	11	9	9	9	10
Intermittant decline (d)	21	23	23	24	21	23	22	24	21	19	20	21	21
Continuous decline (e)	10	11	17	11	15	10	10	11	11	10	8	10	11
Mixed change (f)	11	11	7	10	9	7	10	12	12	7	6	9	10
• DK,NA	4	3	4	3	2	4	4	3	3	5	5	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
 (b) Better/Same or Same/Better
 (c) Same/Same
 (d) Worse/Same or Same/Worse
 (e) Worse/Worse
 (f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS



CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS



TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
GOOD TIMES	55%	53%	45%	53%	53%	55%	51%	51%	50%	51%	55%	51%	43%
UNCERTAIN; GOOD & BAD	3	3	2	3	1	2	2	1	2	2	3	5	3
BAD TIMES	31	33	41	36	36	34	35	37	37	33	30	29	38
DON'T KNOW	4	5	5	4	5	5	8	5	5	7	7	7	7
NOT ASCERTAINED	7	6	7	4	5	4	4	6	6	7	5	8	9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS



CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS



TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
GOOD TIMES	41%	35%	33%	30%	34%	39%	41%	36%	37%	36%	36%	37%	36%
UNCERTAIN; GOOD & BAD	13	14	13	13	12	10	9	13	9	15	16	13	12
BAD TIMES	42	48	50	53	50	47	44	47	48	42	43	45	46
NOT ASCERTAINED	4	3	4	4	4	4	6	4	6	7	5	5	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

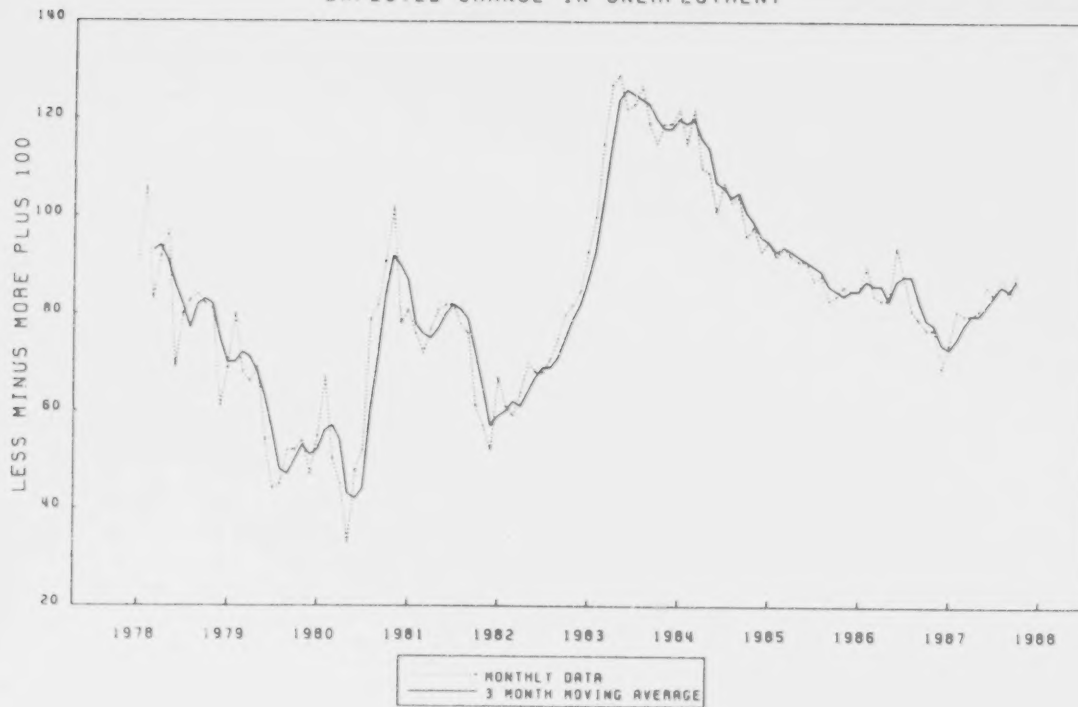


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

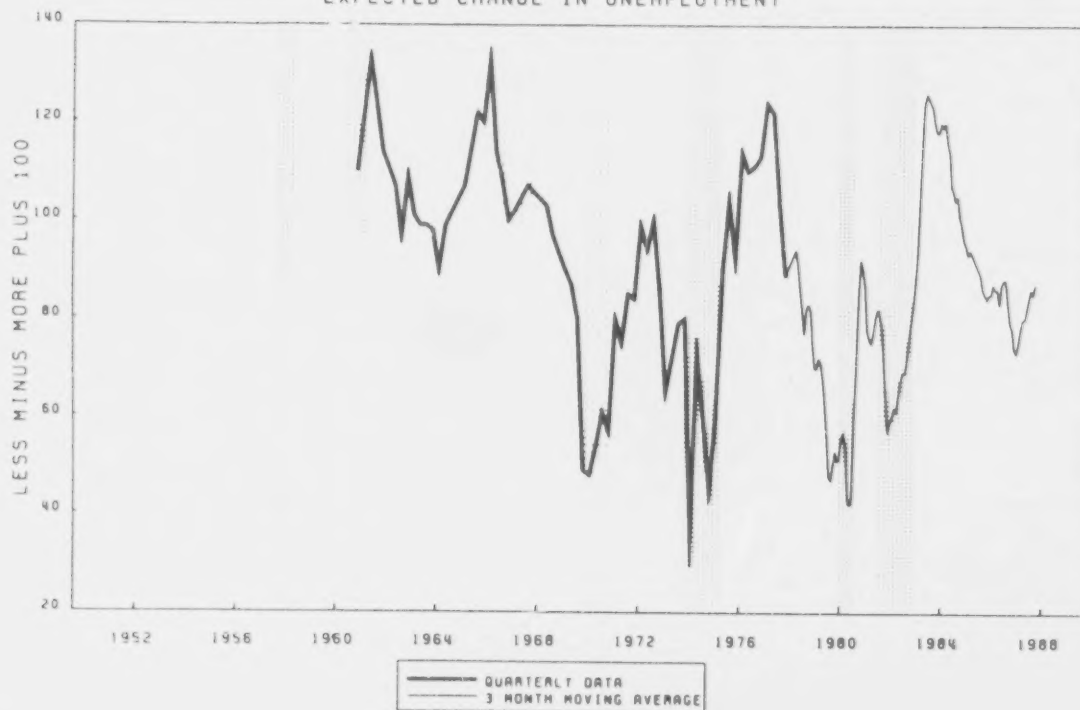


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
LESS	10%	11%	11%	12%	14%	15%	13%	13%	16%	14%	15%	13%	17%
SAME	55	54	46	49	52	48	52	53	52	55	56	57	52
MORE	33	34	42	38	33	35	33	32	30	30	27	29	29
DK,NA	2	1	1	1	1	2	2	2	2	1	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

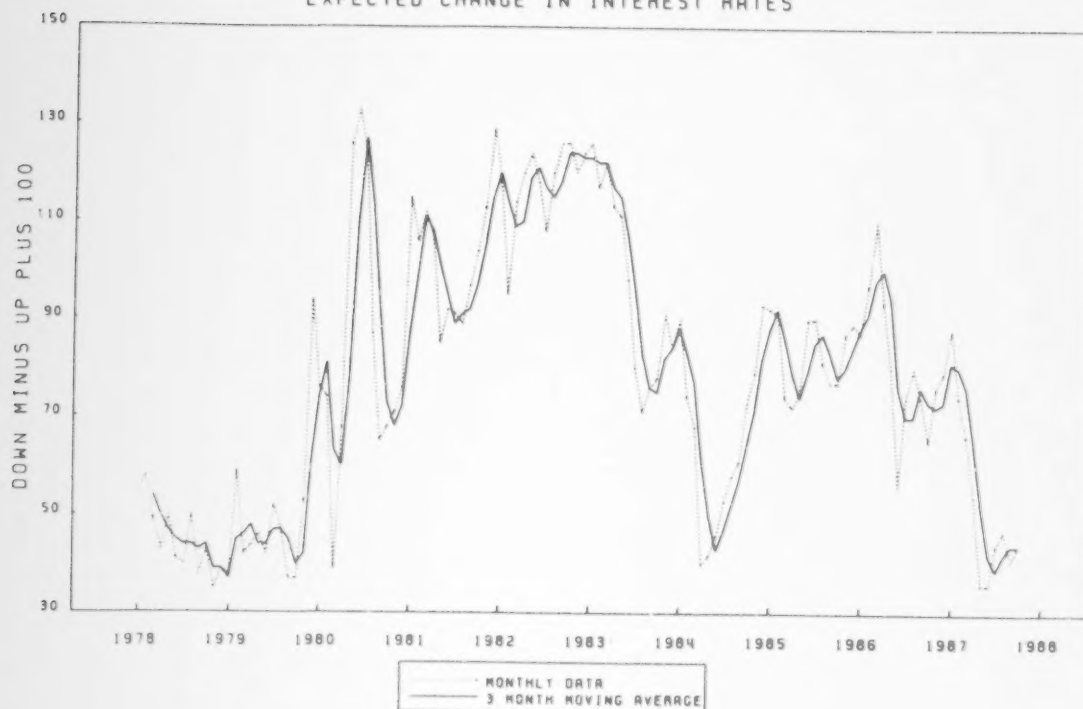


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

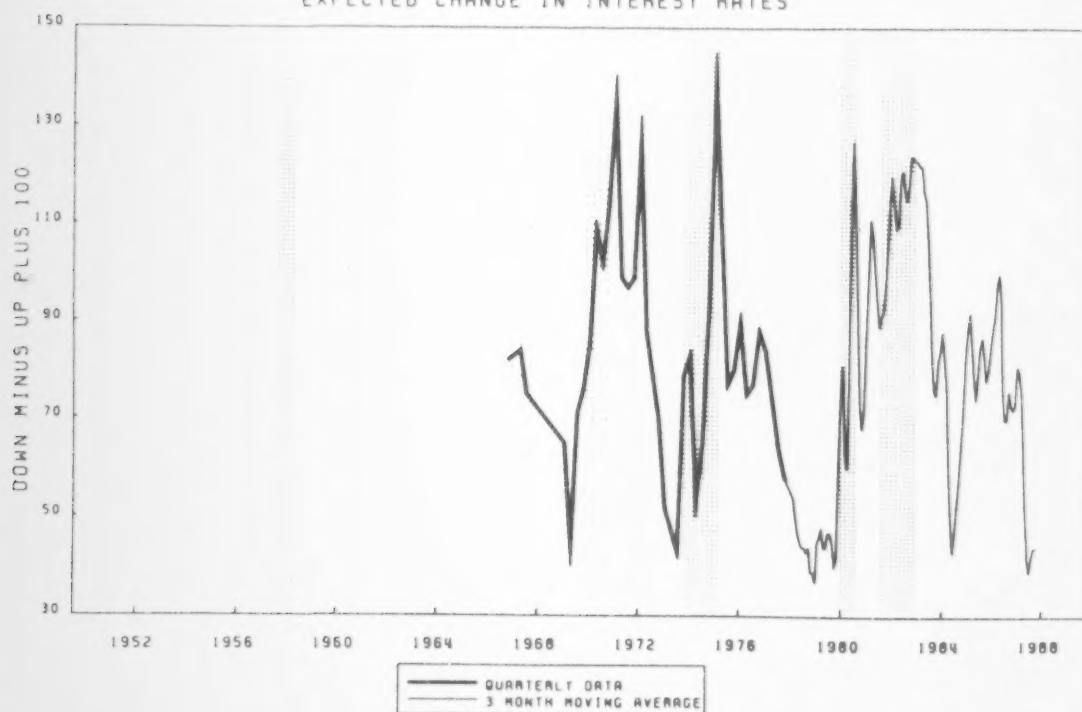


TABLE 18
EXPECTED CHANGE IN INTEREST RATES

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
GO UP	50%	43%	41%	37%	43%	49%	57%	71%	69%	64%	62%	66%	67%
STAY THE SAME	33	37	37	35	38	33	29	21	24	26	27	24	20
GO DOWN	15	19	20	25	17	15	11	7	5	8	9	7	11
DK,NA	2	1	2	3	2	3	3	1	2	2	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

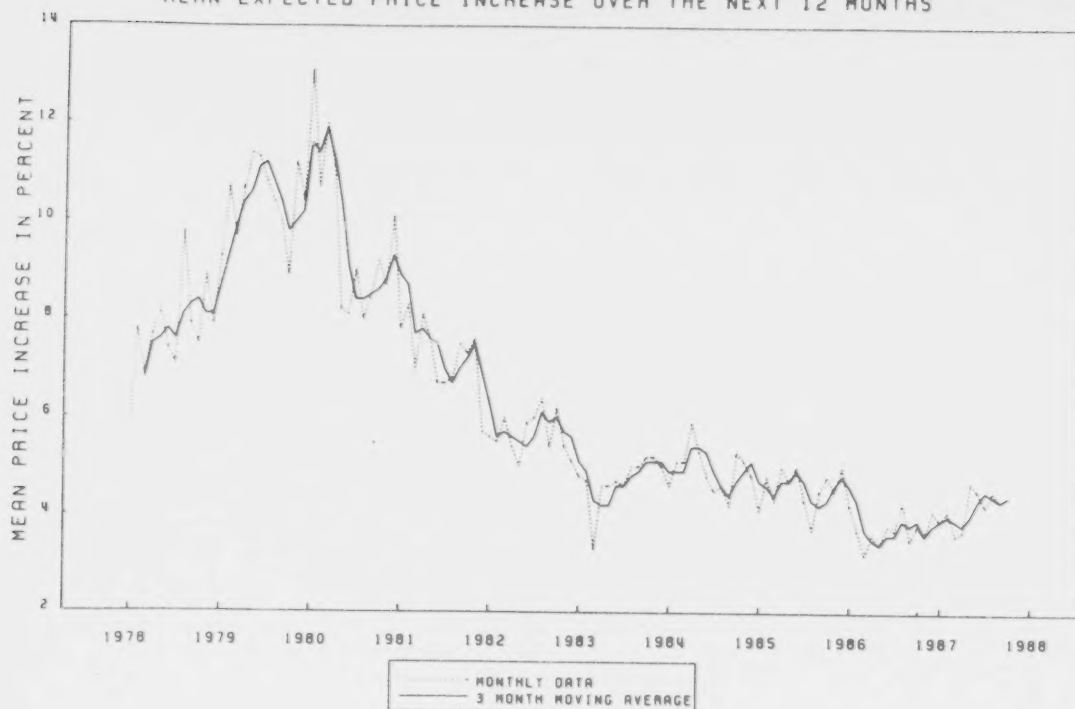


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS



TABLE 19
EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
SAME OR DOWN	22%	22%	20%	20%	21%	21%	19%	15%	14%	17%	13%	17%	15%
WILL GO UP BY:													
1-2%	17	19	18	18	17	19	19	18	18	20	20	20	18
3-4%	19	25	23	24	21	21	23	23	25	23	25	24	23
5%	21	15	17	14	18	18	16	18	17	16	17	16	20
6-9%	5	6	7	6	5	6	8	10	7	7	8	6	7
10-14%	8	7	6	7	9	5	7	7	8	9	6	7	8
15% or more	2	2	4	4	4	3	2	4	4	3	4	3	3
DK how much up	5	3	4	6	5	6	6	4	6	4	6	5	5
DK, NA	1	1	1	1	*	1	*	1	1	1	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	3.8	3.6	4.1	3.9	4.1	3.6	3.7	4.7	4.5	4.2	4.5	4.3	4.4
VARIANCE	17	28	32	25	26	18	21	36	27	28	32	41	28
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

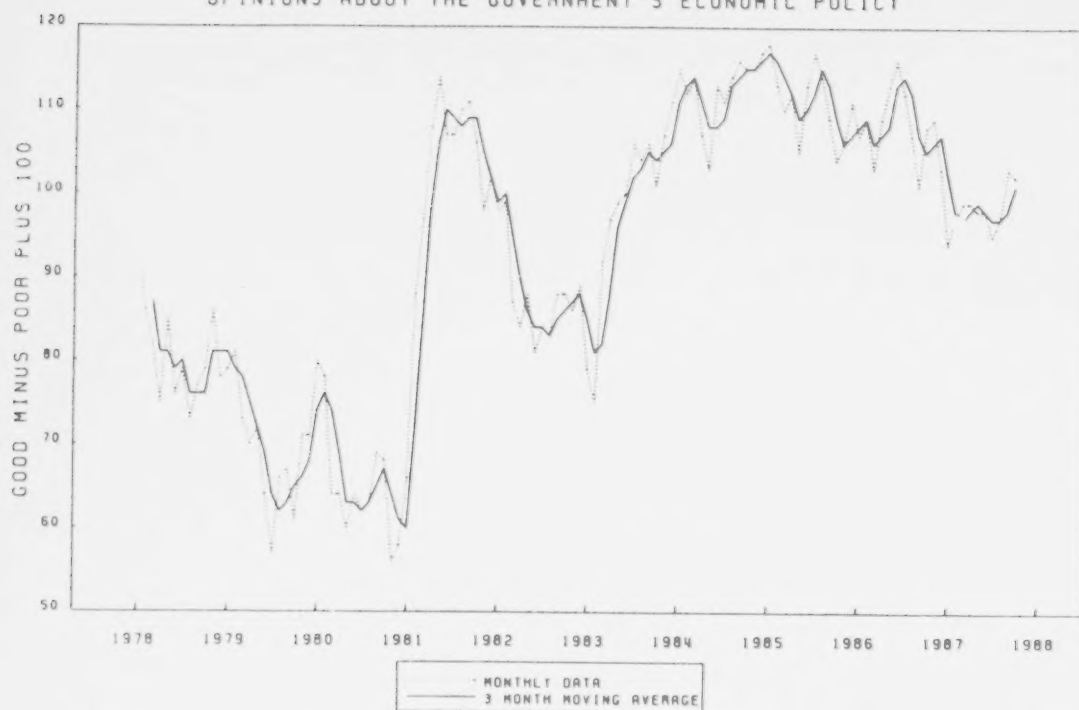


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

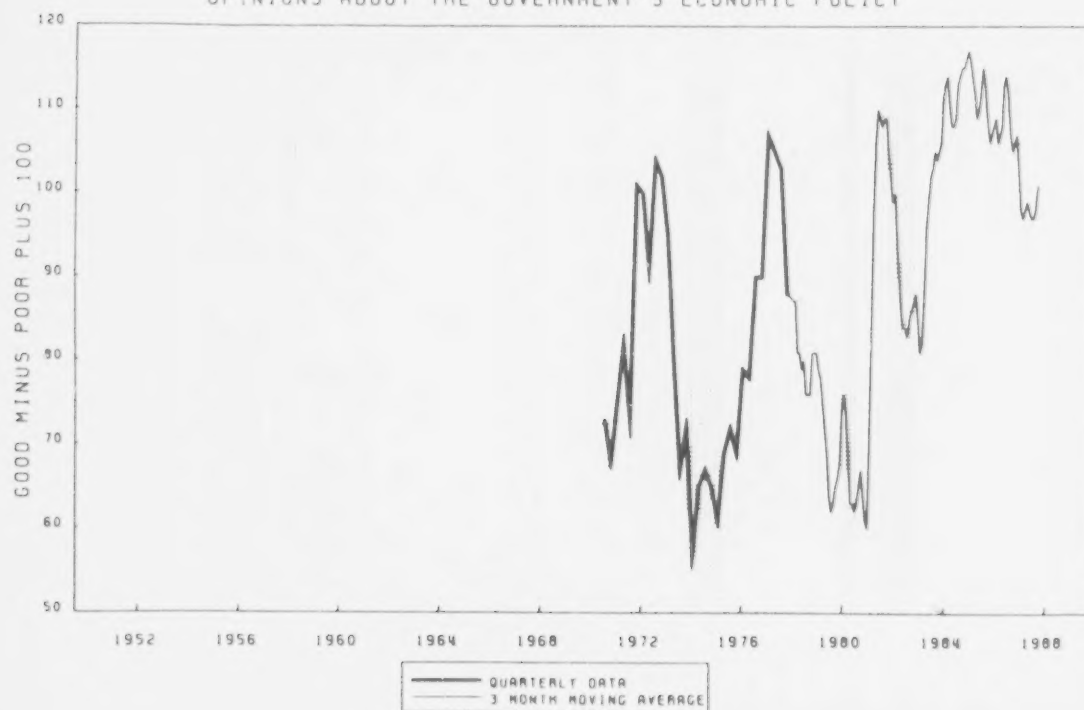


TABLE 20
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
A GOOD JOB	27%	28%	26%	20%	23%	23%	21%	21%	23%	21%	23%	23%	25%
ONLY FAIR	52	51	49	52	49	52	55	55	49	52	48	54	48
A POOR JOB	19	19	23	26	26	24	22	23	25	26	26	20	23
DK,NA	2	2	2	2	2	1	2	1	3	1	3	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS



CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

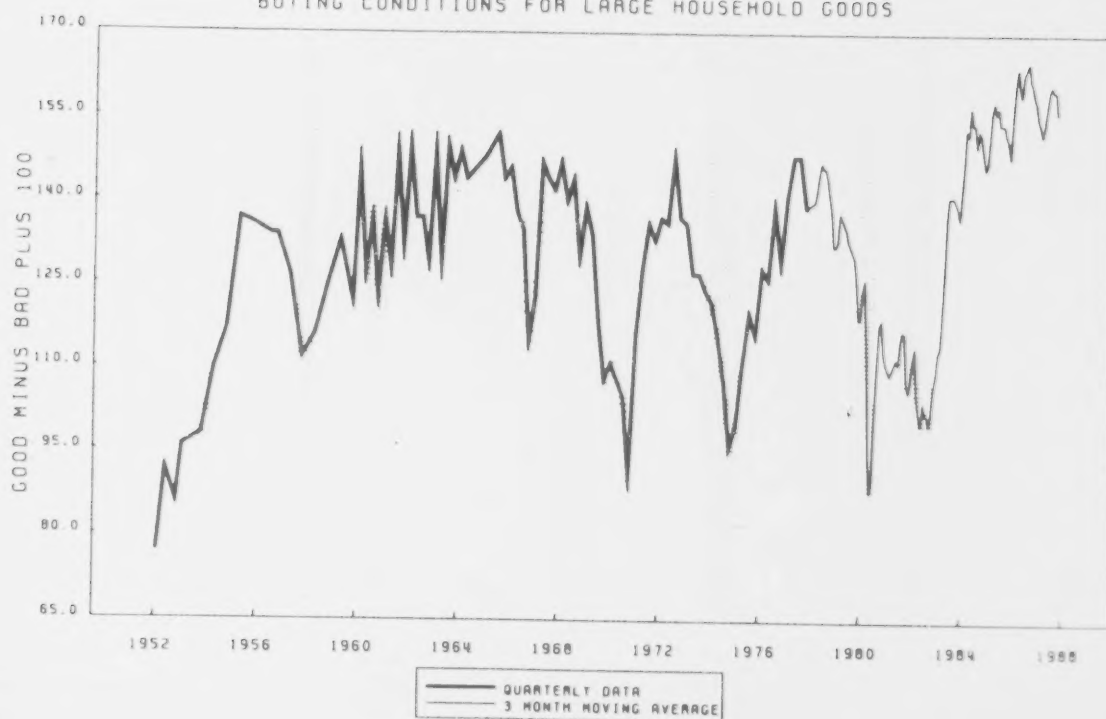


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
GOOD TIME TO BUY	76%	72%	75%	72%	73%	71%	74%	76%	76%	76%	74%	75%	69%
UNCERTAIN, DEPENDS	10	11	8	8	7	10	10	9	9	10	9	12	11
BAD TIME TO BUY	14	17	17	20	20	19	16	15	15	14	17	13	20
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

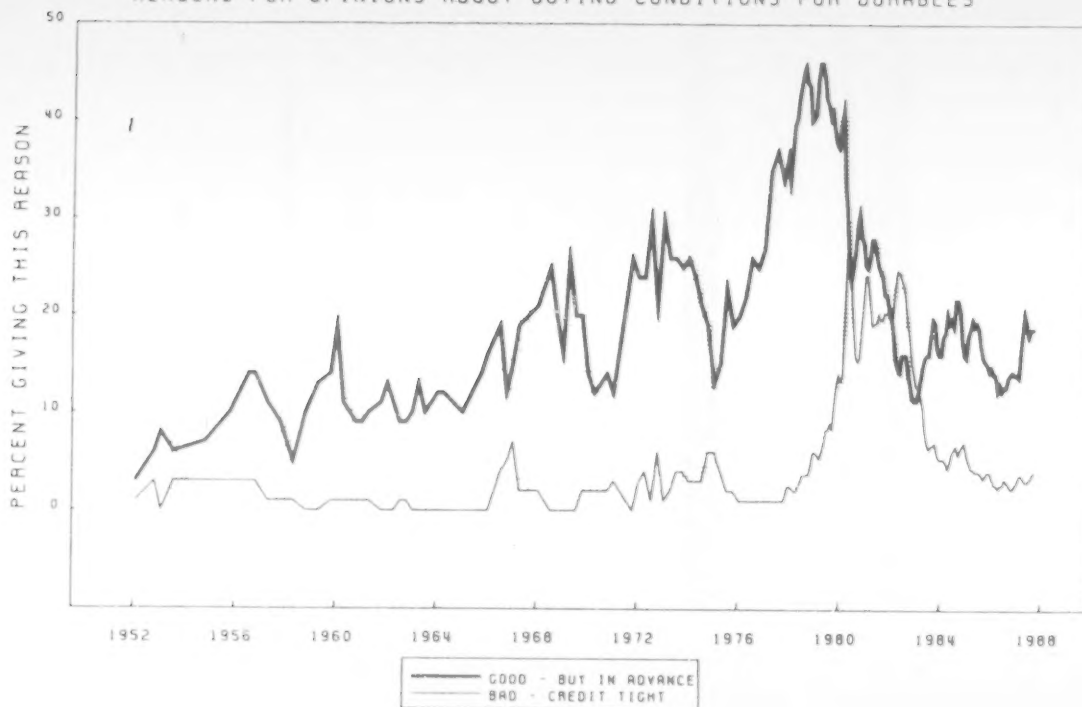


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

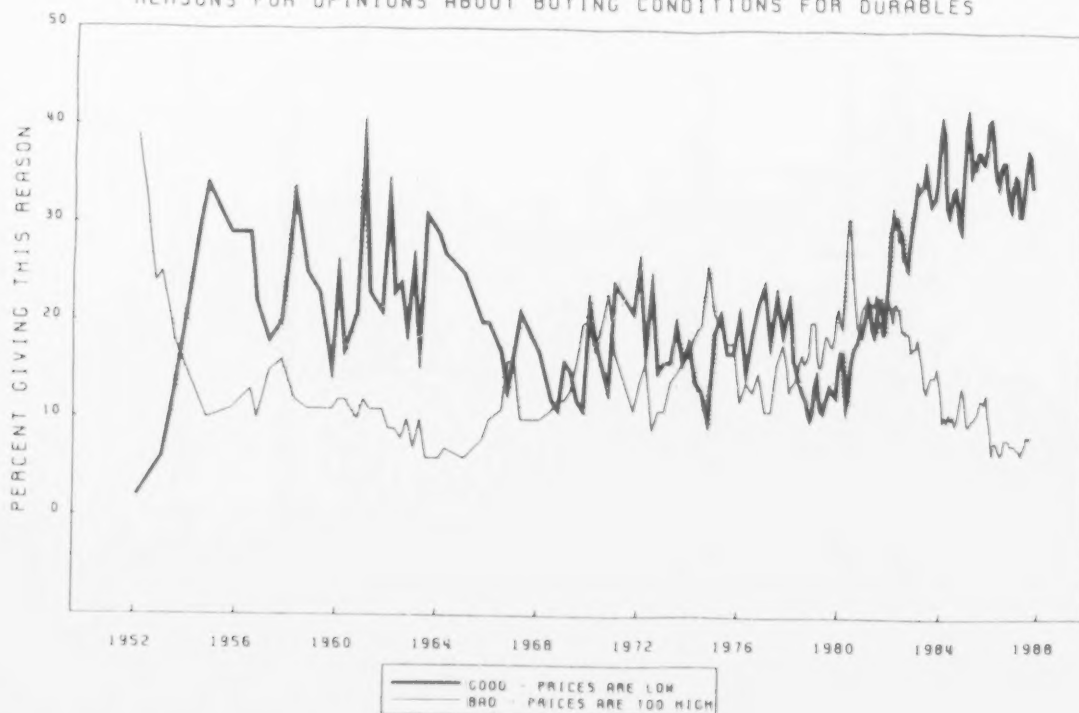


TABLE 22

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
GOOD TIME TO BUY:													
Prices are low; good buys available	33%	30%	33%	40%	33%	32%	29%	33%	38%	37%	38%	37%	28%
Prices won't come down; are going higher	14	14	15	13	14	14	20	20	21	17	16	23	17
Interest rates low; credit is easy	26	25	18	20	21	23	21	19	15	13	18	15	14
BAD TIME TO BUY:													
Prices are high	7	8	8	7	8	7	7	6	9	6	9	8	9
Interest rates are high; credit is tight	2	3	2	3	4	4	3	3	3	3	4	4	4
Lack of purchasing power	7	8	6	8	7	8	5	4	5	5	6	3	10

Responses to the query: "Why do you say so?" following the question on Table 21.

+ : May add to more than 100% due to multiple mentions.

CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

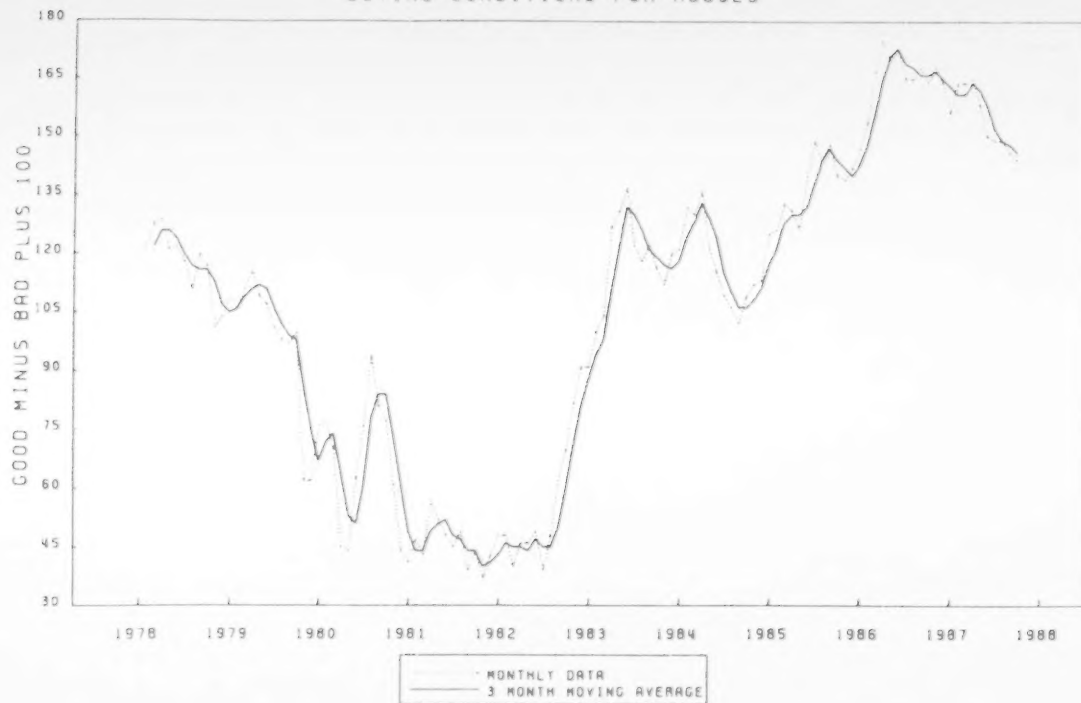


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

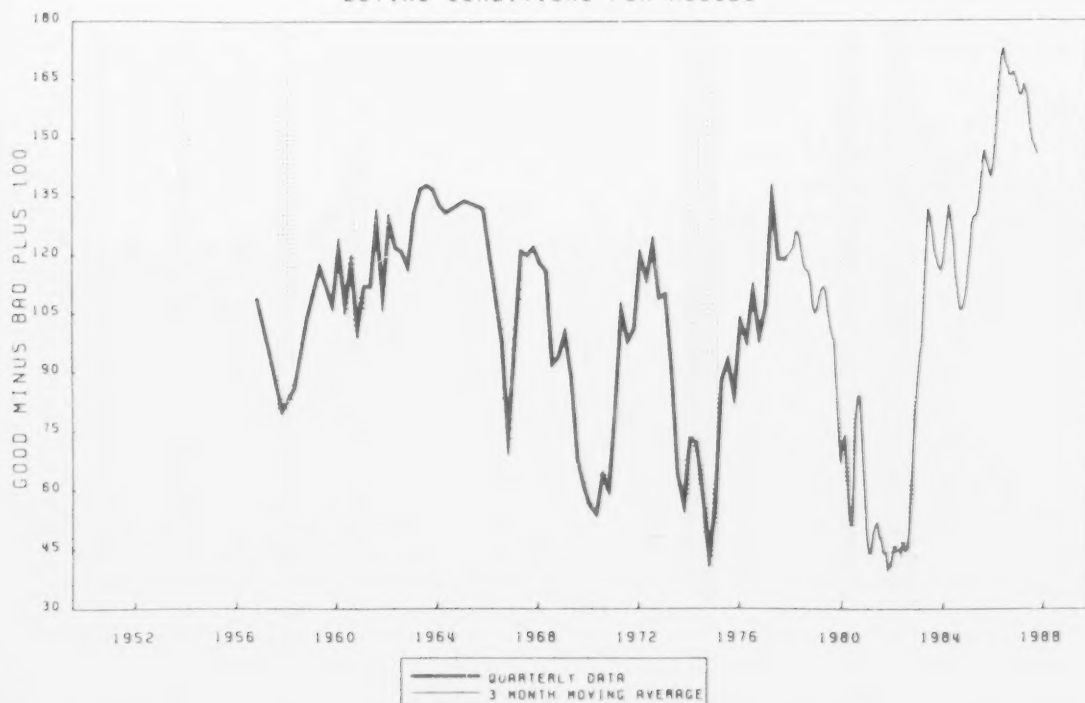


TABLE 23
BUYING CONDITIONS FOR HOUSES

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept. 1987	Oct. 1987
GOOD TIME TO BUY	81%	83%	80%	76%	81%	80%	82%	77%	73%	72%	73%	71%	70%
UNCERTAIN, DEPENDS	2	2	4	4	2	4	1	4	4	5	3	4	4
BAD TIME TO BUY	17	15	16	20	17	16	17	19	23	23	24	25	26
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES



CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

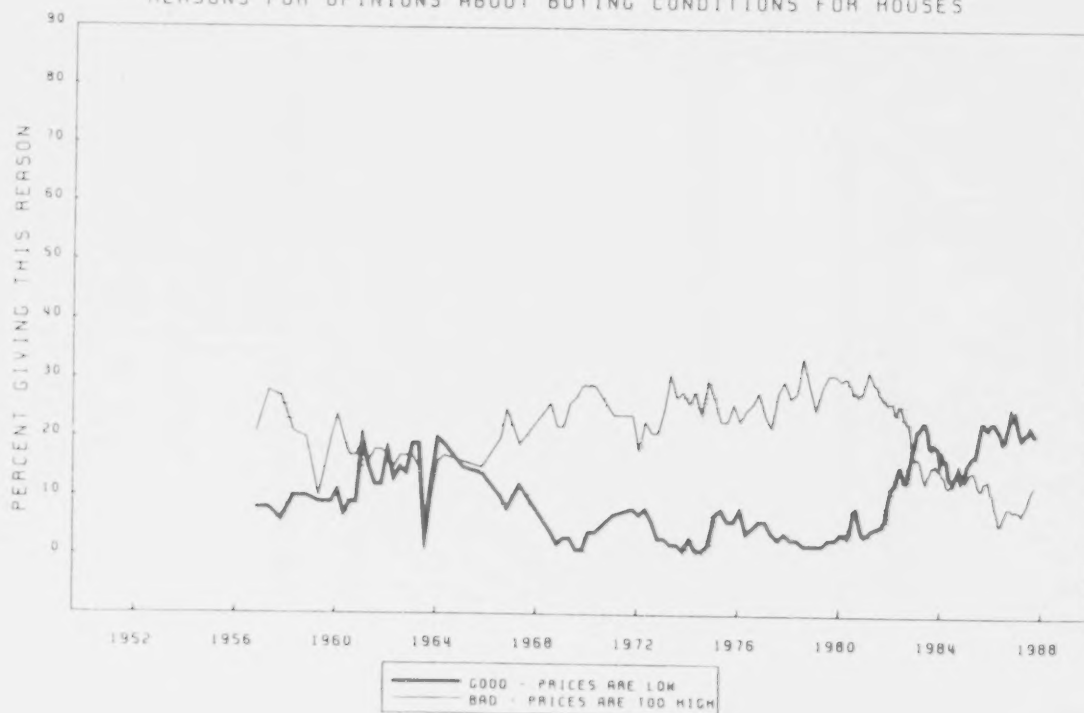


TABLE 24

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
GOOD TIME TO BUY:													
Prices are low; good buys available	22%	27%	23%	24%	21%	19%	21%	22%	21%	21%	25%	19%	19%
Prices won't come down; are going higher	6	6	6	5	7	8	9	9	11	9	9	12	8
Interest rates low; credit is easy	75	75	73	69	74	71	71	66	63	59	57	53	54
Good investment	6	5	6	6	3	6	7	5	5	6	7	7	6
BAD TIME TO BUY:													
Prices are high	9	7	8	10	6	8	8	9	10	10	13	13	11
Interest rates are high; credit is tight	5	5	5	7	6	6	4	9	12	12	10	13	18
Lack of purchasing power	8	8	7	9	8	6	8	6	8	5	8	8	11

Responses to the query: "Why do you say so?" following the question on Table 23.

+ : May add to more than 100% due to multiple mentions.

CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS



CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS



TABLE 25

BUYING CONDITIONS FOR CARS

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
GOOD TIME TO BUY	72%	63%	64%	55%	62%	66%	64%	67%	65%	67%	66%	66%	58%
UNCERTAIN; DEPENDS	7	6	7	9	9	7	8	9	10	11	9	9	11
BAD TIME TO BUY	21	31	29	36	29	27	28	24	25	22	25	25	31
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	656	653	655	657	652	652	651	654	651	654	650	500

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

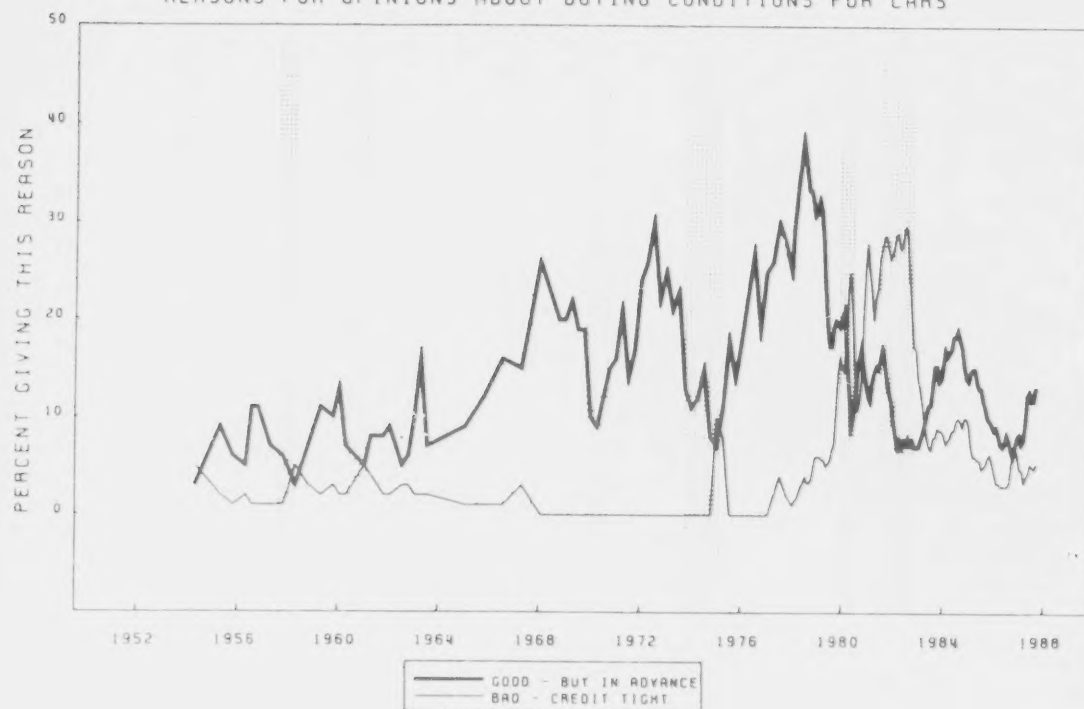


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



TABLE 26

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Oct. 1986	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987
GOOD TIME TO BUY:													
Prices are low; good buys available	22%	26%	23%	21%	29%	29%	28%	27%	28%	32%	36%	29%	26%
Prices won't come down; are going higher	5	7	9	8	8	6	9	13	15	10	10	15	14
Interest rates low; credit is easy	58	43	45	34	38	44	40	40	38	30	37	40	27
New fuel efficient models	*	*	*	1	*	*	1	*	1	1	*	*	*
BAD TIME TO BUY:													
Prices are high	12	17	15	17	13	15	15	15	16	15	15	16	19
Interest rates are high; credit is tight	8	9	4	6	4	4	2	6	5	5	5	4	7
Lack of purchasing power	2	4	4	6	6	5	5	5	4	4	3	4	6
Price of gas; shortages	*	*	*	*	*	*	*	*	*	1	1	1	*
Poor selection; quality	1	2	2	2	2	2	3	3	2	3	5	4	2

Responses to the query: "Why do you say so?" following the question on Table 25.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

EXPLANATORY CHARTS

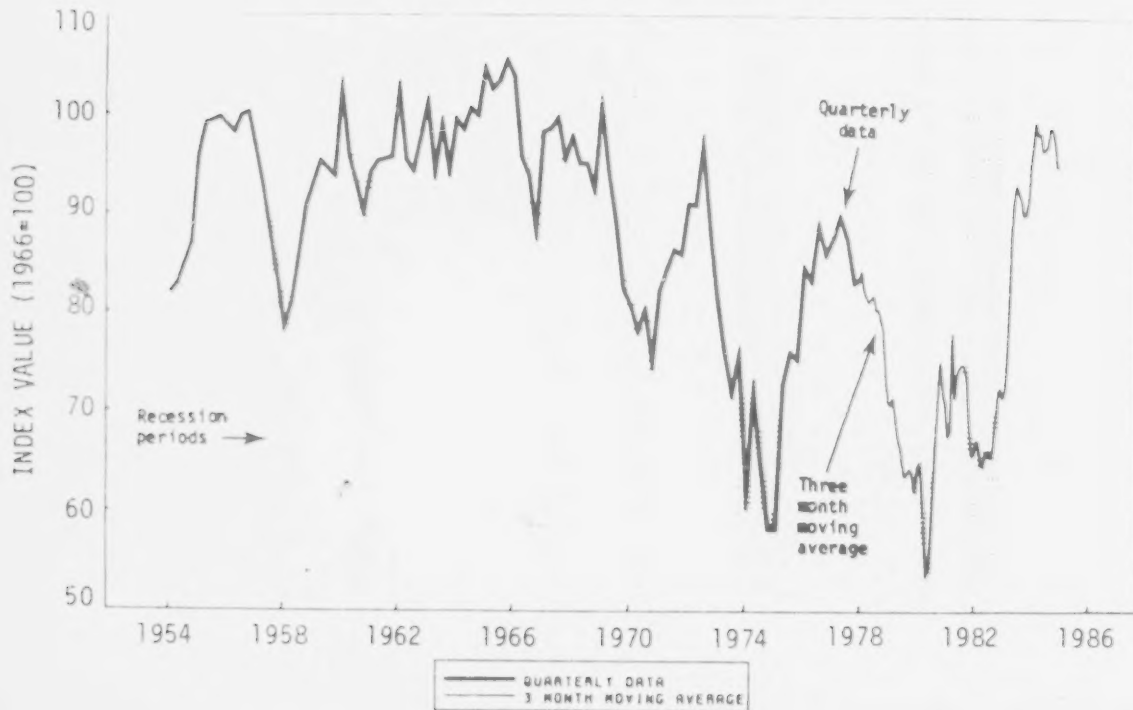
CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT



CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHART LINES

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH MOVING AVERAGE: Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE LABELS

Each tic mark on the time scale represents the month of January for the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:	November 1948	-	October 1949
	July 1953	-	May 1954
	August 1957	-	April 1958
	April 1960	-	February 1961
	June 1966	-	November 1967*
	December 1969	-	November 1970
	November 1973	-	March 1975
	January 1980	-	July 1980
	July 1981	-	November 1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS^a OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews		
	700 ^b	1,400 ^c	2,100 ^d
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

^aThe figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

^bAverage size of monthly surveys.

^cAverage size of two monthly surveys.

^dAverage size of three monthly surveys (one quarter).